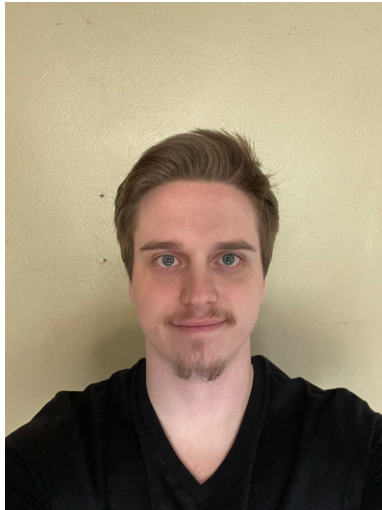




# Real Estate Analysis

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# Team



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# Agenda

1

Business Understanding

2

Dataset Overview

3

Methods

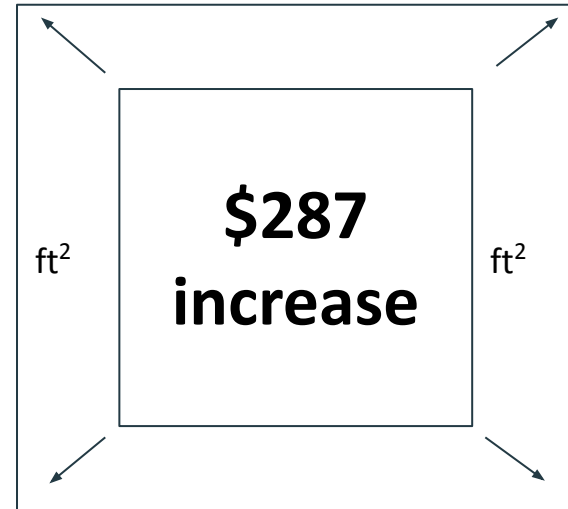
4

Data Analysis & Key Findings

5

Future Research Opportunities

# Renovate. Renovate. Renovate.





# Business Understanding

# Small changes can make a difference...

- **Stakeholder:** King County Homesellers
  - Improvements you can actually make!
  - Small changes, big payout.
- **Goal:** Home remodeling recommendations.



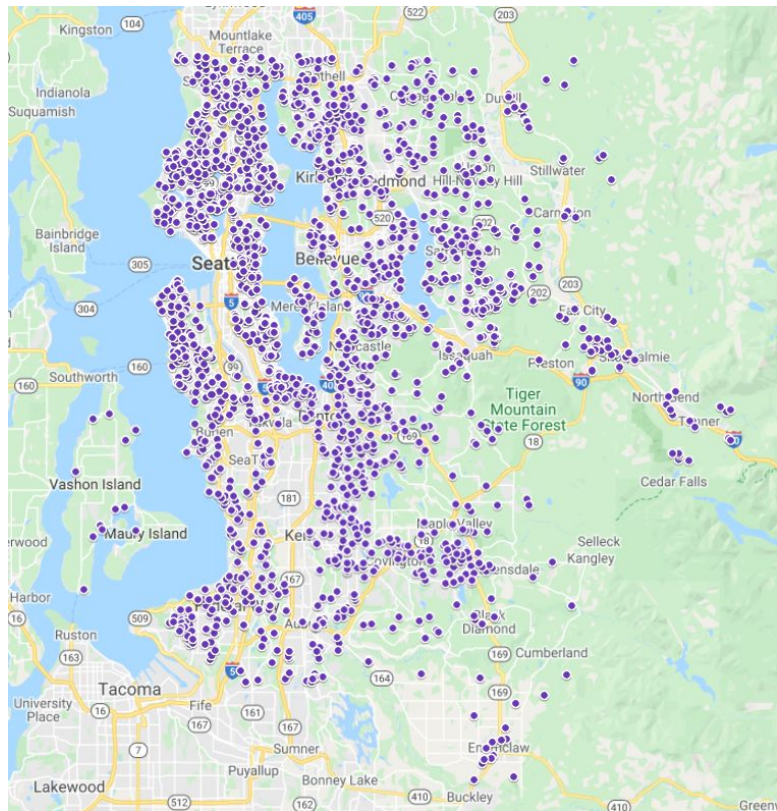


# Dataset Overview

# The Data

## King's County Real Estate Dataset

- 21.6k home sales
- May 2014 - May 2015
- **Target:** price
- **Target predictors:** livable space, bedrooms, & condition
  - Good
  - Very Good





# Methods

# Methods

## Representative

- KC average home sales

## Reasonable

- Focus of analysis

## Reliable

- Data-driven recommendations



# Analysis

## **Focus Features**

**ft<sup>2</sup> living**

**bedrooms**

**bathrooms**

**condition**



## **Priority Features**

**ft<sup>2</sup> living**

**condition**



**HOMESSELLER  
RECOMMENDATIONS**

# Key Findings

- For every *square-foot*, add **\$287**
- Improving *condition* of home could increase value **\$30k-\$100K**



# Future Research

- **Specific small-scale remodeling**
  - factors such as appliances, permanent fixtures, etc.
- **Predictive modeling**
  - actual price increase of features added.
- **Buying recommendations**
  - offer neighborhood comps, type of features in your price range

Thank you! Questions?

# Appendix