

An aerial photograph of a coastal town during sunset. The town is built on hills overlooking a large body of water. In the foreground, there's a marina filled with many boats. The sky is a vibrant mix of orange, yellow, and blue. In the distance, you can see more buildings and a bridge.

COLDWELL BANKER

REAL ESTATE PROJECT - ADAM MARIANACCI

PROJECT GOAL:

- Help Coldwell Banker find **undervalued** homes in Kings County to **buy** and **minimally renovate** to **sell for a profit**.



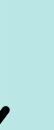
DATA

KINGS COUNTY HOUSING DATASET:

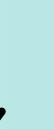
	price	bedrooms	bathrooms	sqft_living	grade	Zip	Code
id							
7399300360	675000.00	4	1.00	1180	7	98055	
8910500230	920000.00	5	2.50	2770	7	98133	
1180000275	311000.00	6	2.00	2880	7	98178	
1604601802	775000.00	3	3.00	2160	9	98118	
2807100156	625000.00	2	1.00	1190	7	98133	

METHODS

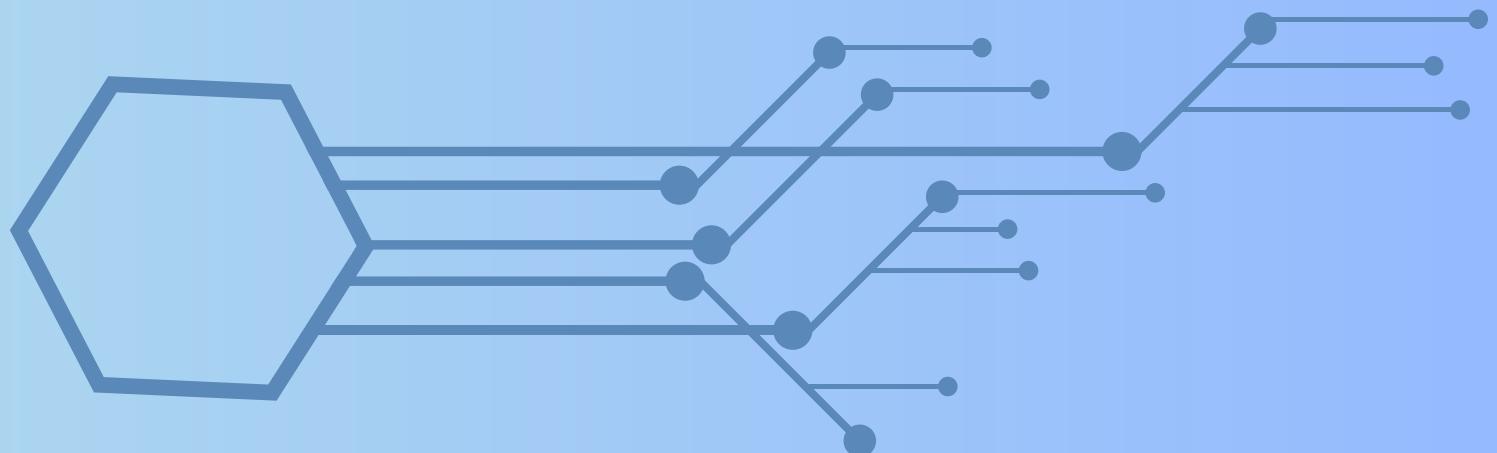
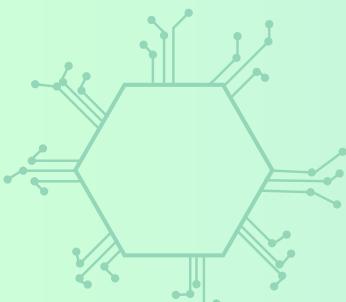
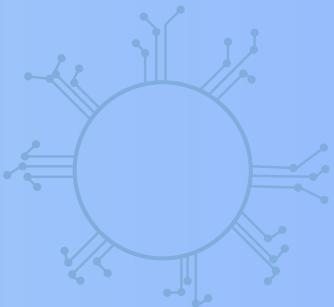
Sorting Data



Graphing Data



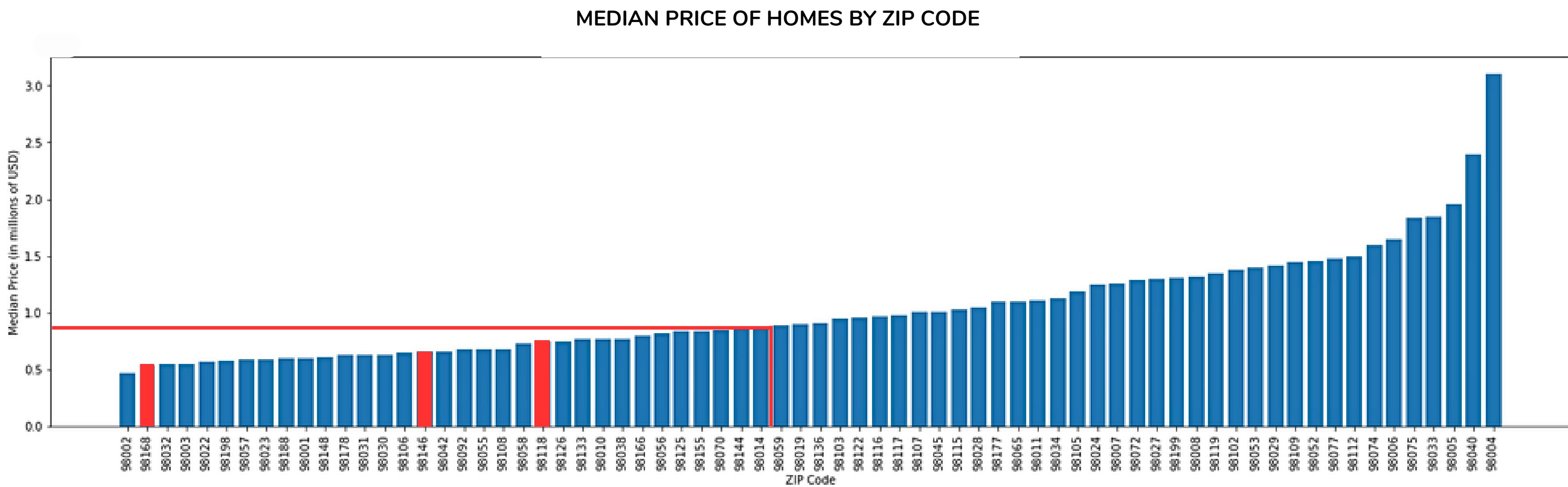
Building Linear Regression Models



Results

Zipcodes with the highest number of homes with a 'fair' or 'low average' grade

**median price: \$870,000
for the county**





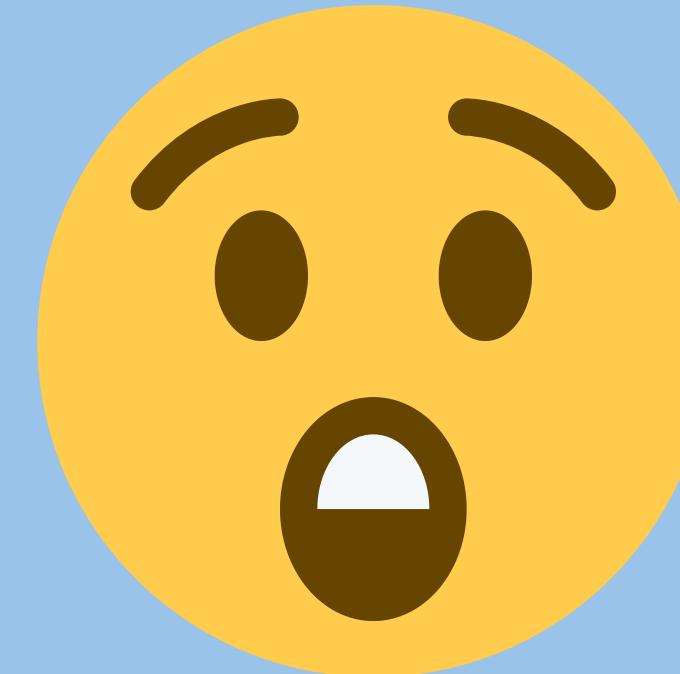
INFLUENTIAL FEATURES OF HOMES

sq-ft. →  \$130/sqft
+
bathroom →  \$17,000/bath
+
grade →  \$96,000/grade

Model Evaluation

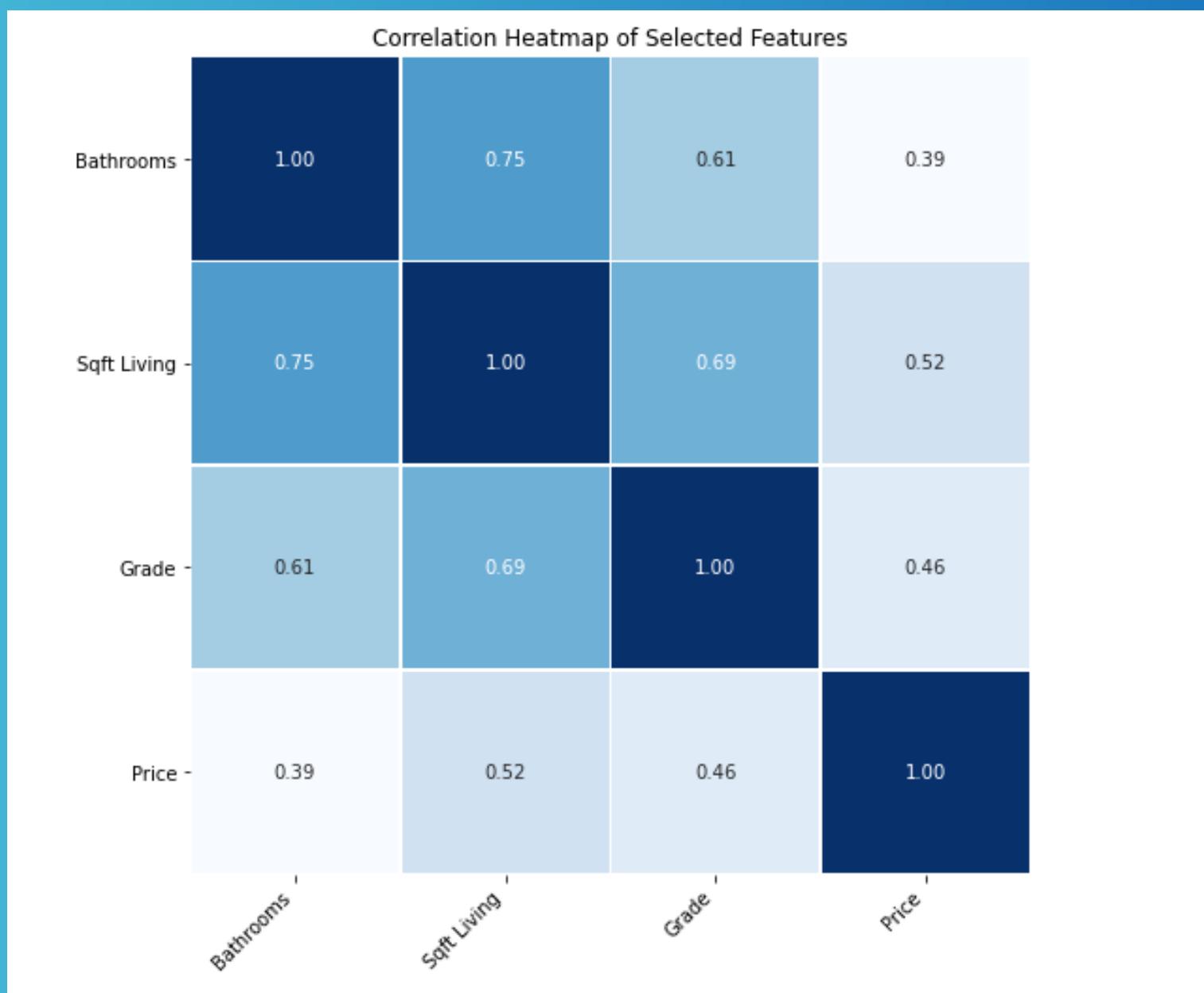
RMSE: Root Mean Squared Error \$312,000

Measures distance between true and predicted values



What is Multicollinearity?

Features of homes are more correlated with each other rather than with the target 'price'



Sqft. and Grade are most correlated with price

Target homes in below median priced zip codes.

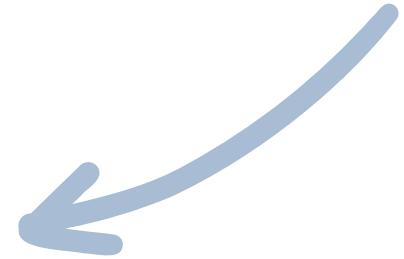
Target homes with 'fair' and 'low average' grades

ZIP codes:

98168

98146

98119



CONCLUSION/ RECOMMENDATIONS



LIMITATIONS



- Multicollinearity
- Insufficient data
- Models not useful to predict various pricing aspects

NEXT STEPS

Obtain more data

- School districts
- Crime reports
- Economic



A scenic view of the Seattle skyline at sunset. The Space Needle stands prominently in the center-left. In the background, a range of mountains is visible under a sky filled with soft, pastel-colored clouds. The water in the foreground is a deep blue.

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THANK YOU

QUESTIONS?