

KAYCEE REALTY

# DATA LED STRATEGY

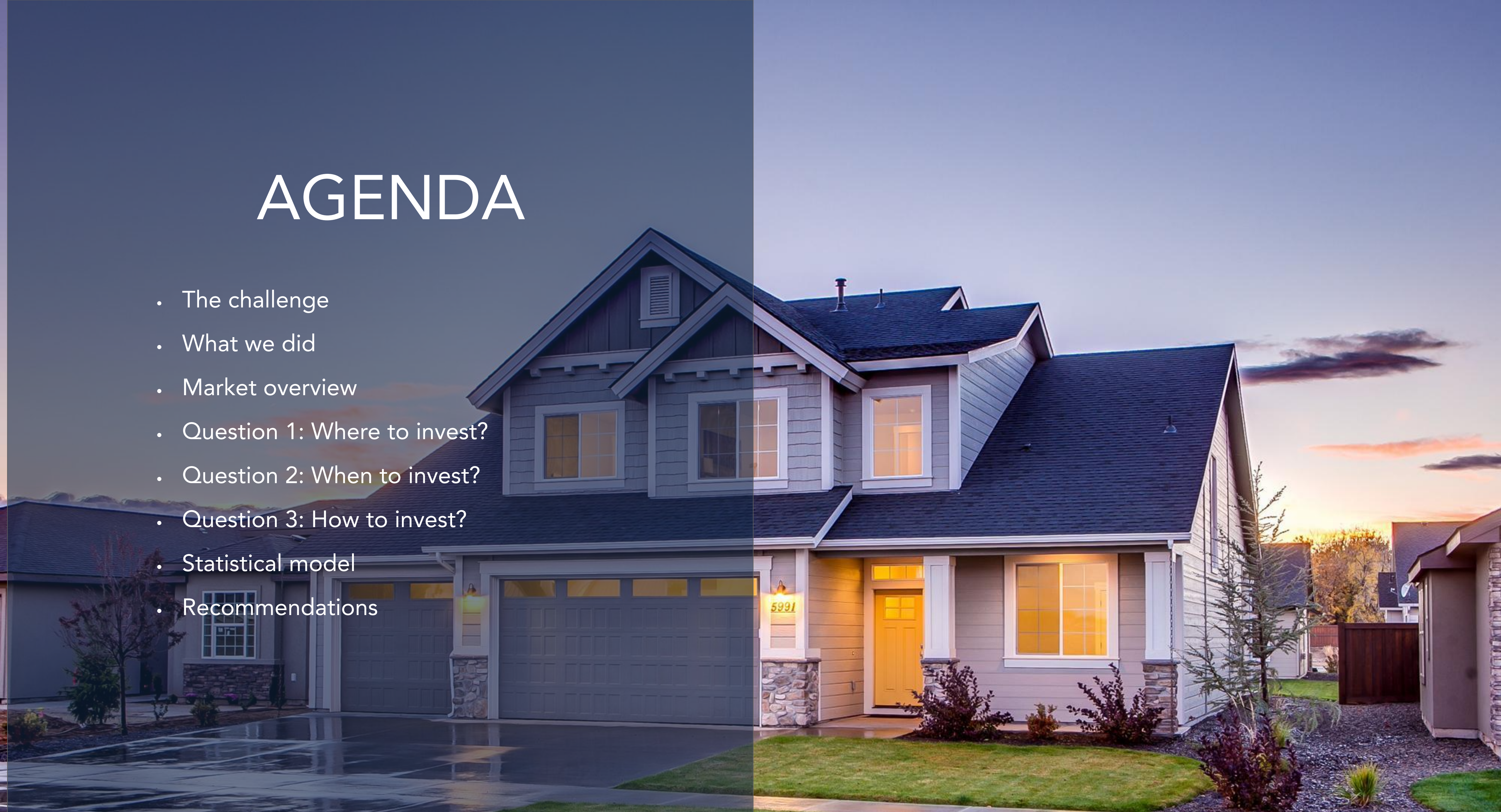
A photograph of a modern two-story house with a dark roof and light-colored siding, set against a twilight sky. The house features a large front-facing window and a two-car garage. A green rectangular text box is overlaid on the lower center of the image.

KING COUNTY ANALYSIS



# AGENDA

- The challenge
- What we did
- Market overview
- Question 1: Where to invest?
- Question 2: When to invest?
- Question 3: How to invest?
- Statistical model
- Recommendations





# THE CHALLENGE:

## A DATA LED APPROACH TO REALTY IN 2020

- Incomplete and missing data
- Large range of properties
- Lots of variables...
- ... but not enough details
- Assumptions couldn't be checked in real life





# WHAT WE DID

## #01 - CLEAN

Identify errors and issues with the data.

Infer values when possible and fill the gaps.

Breakdown dataset into properties sold once and properties sold several times

## #02 - EXPLORE

Break down to dataset into meaningful sub datasets:

Location based and feature based.

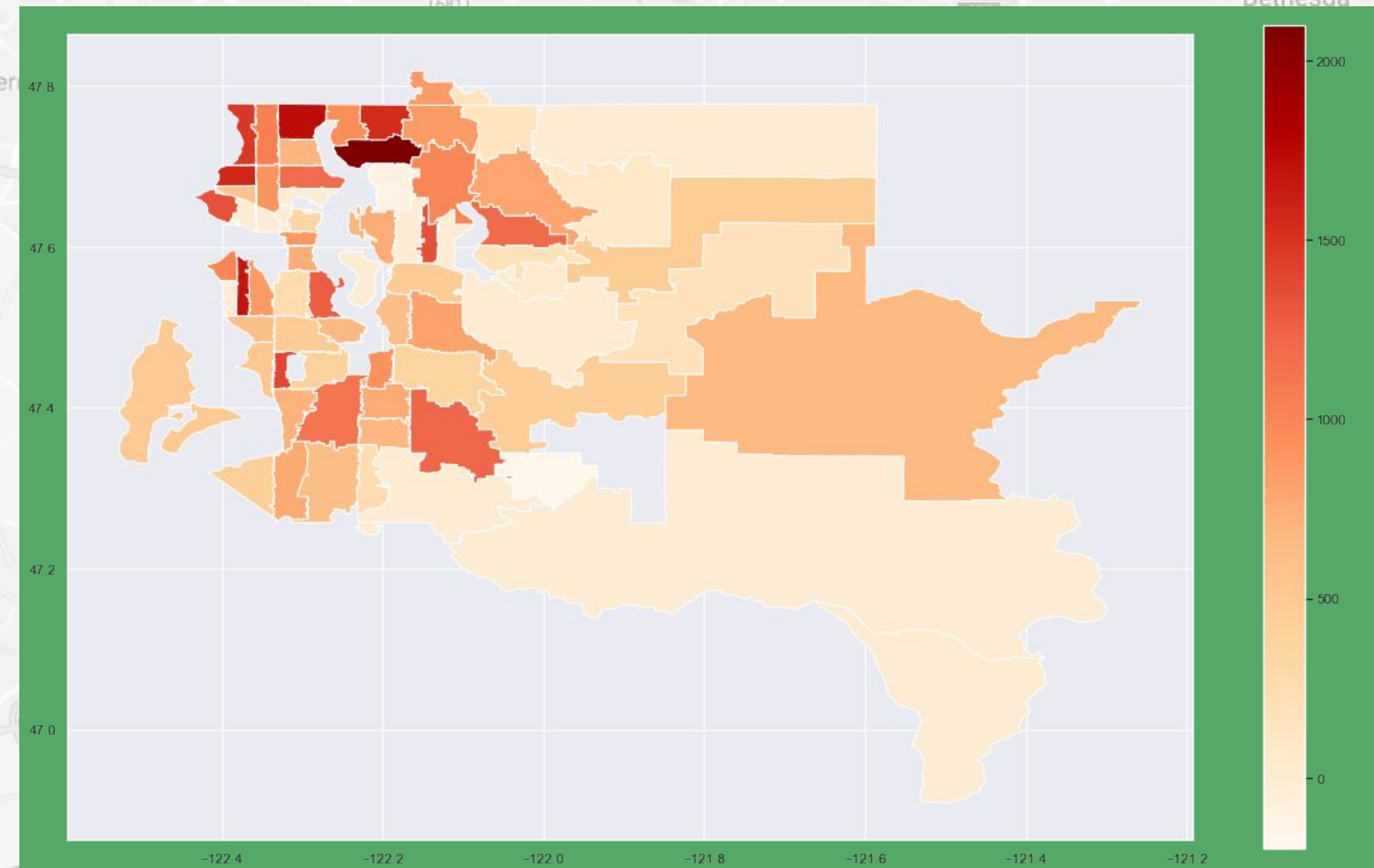
## #03 - QUESTION

What trend did we observe?

What kind of insight did we get from this dataset?



# MARKET OVERVIEW

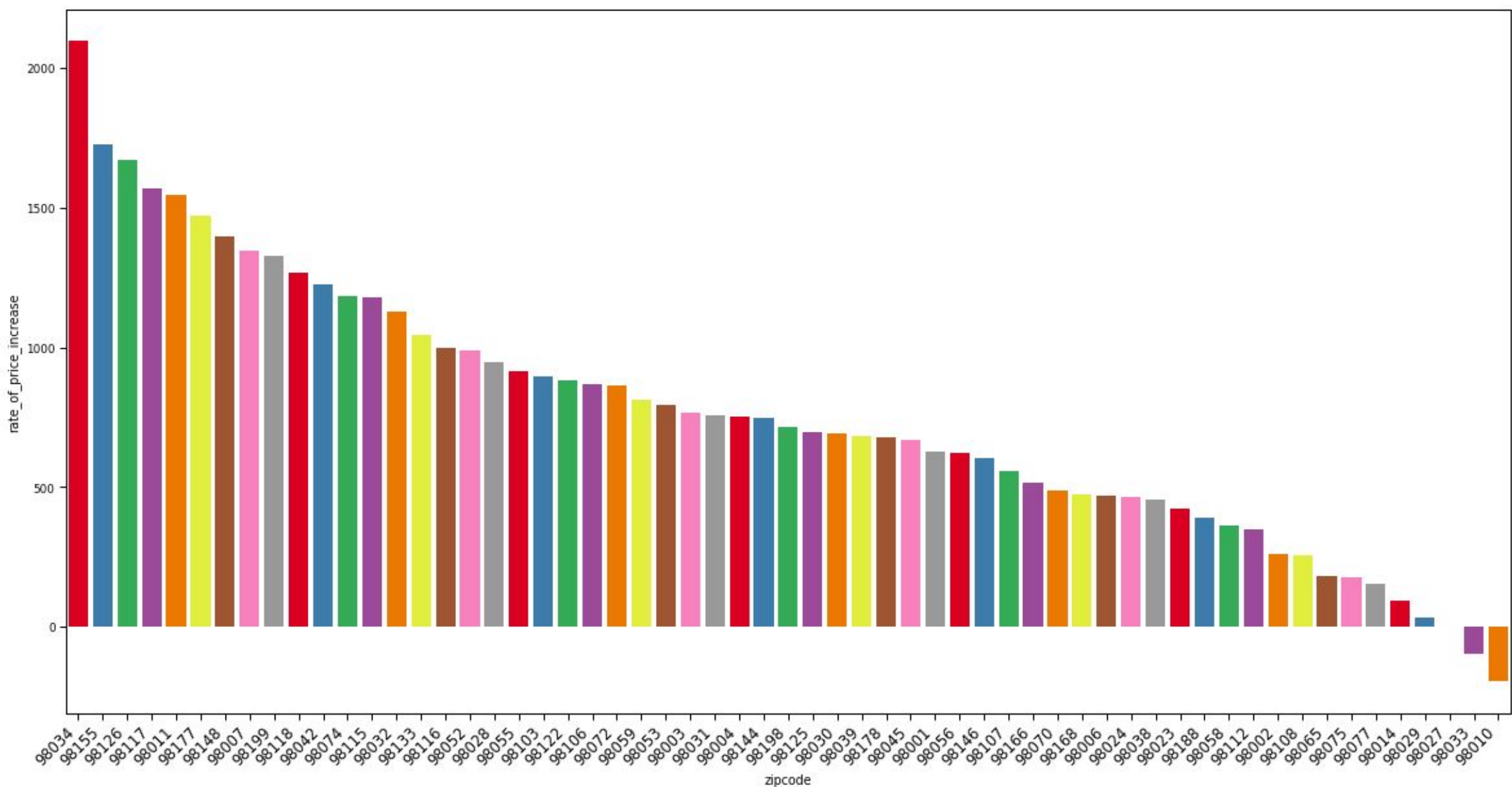


Most areas have seen an increase in property prices

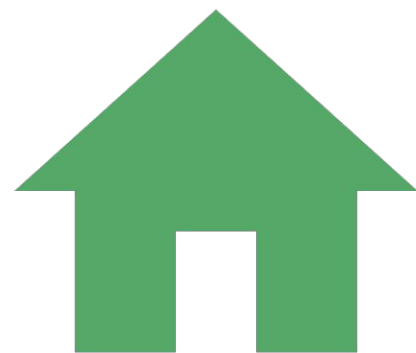


Lake Washington shore is thriving! (unless you live near a highway)

# QUESTION 1: Where to invest?

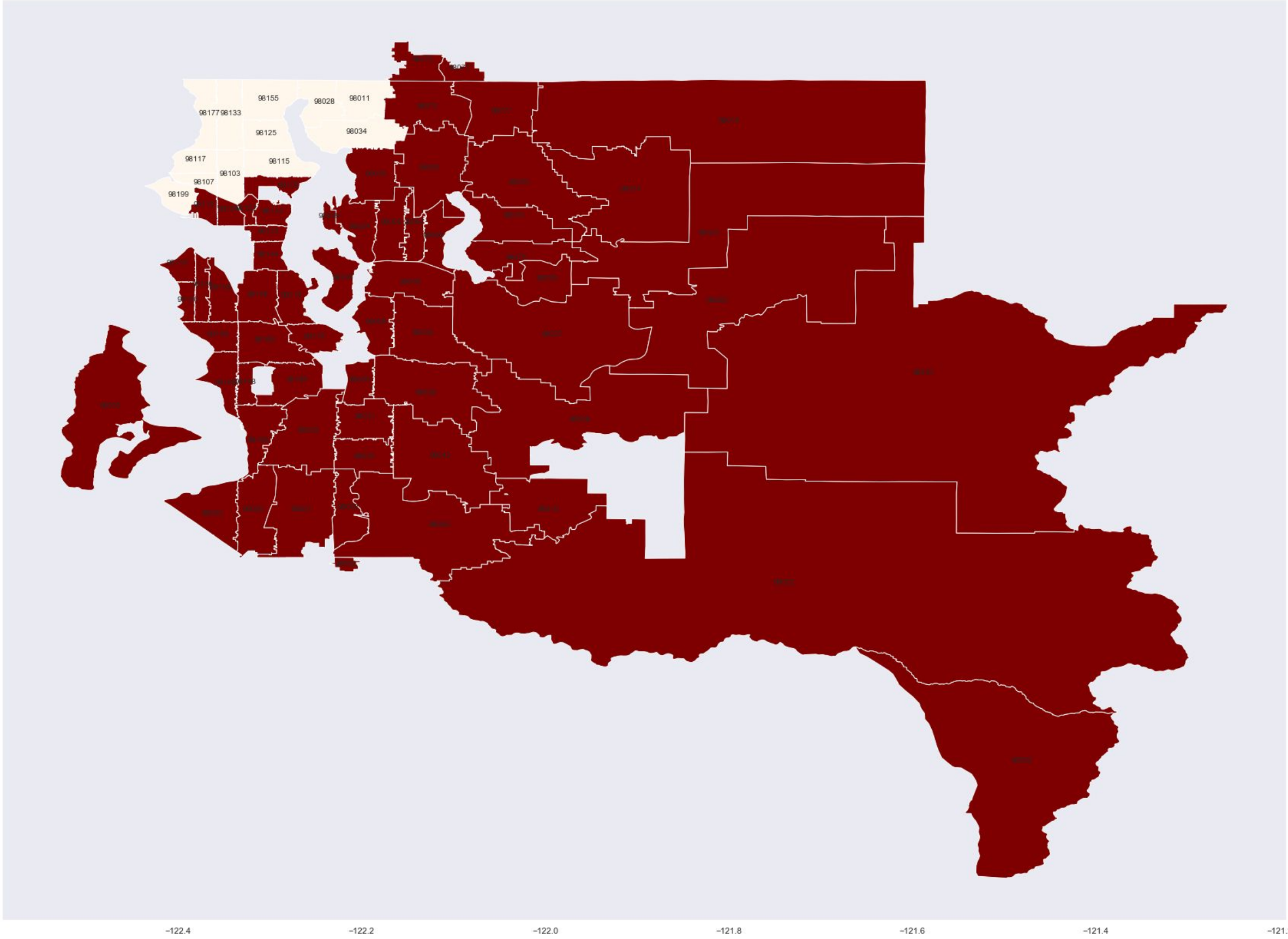


The market is globally growing



The most up-and-coming area is the Northern shore of Lake Washington and the northern part of the peninsula

# QUESTION 1: Where to invest?



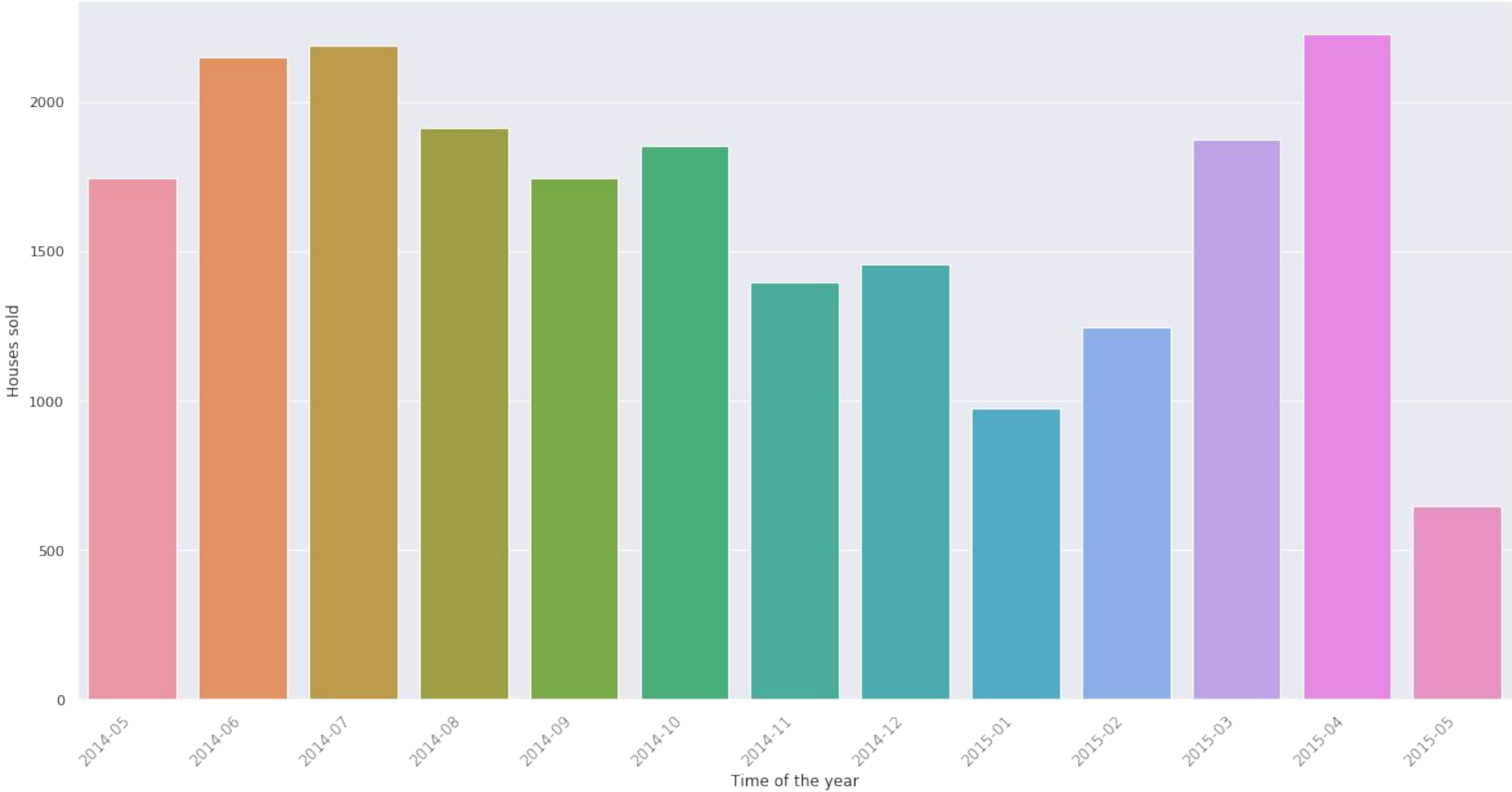
The market is globally growing



The most up-and-coming area is the Northern shore of Lake Washington and the northern part of the peninsula



# QUESTION 2: Best time to enter the market?



Springtide is when to enter the market, late winter really slows down



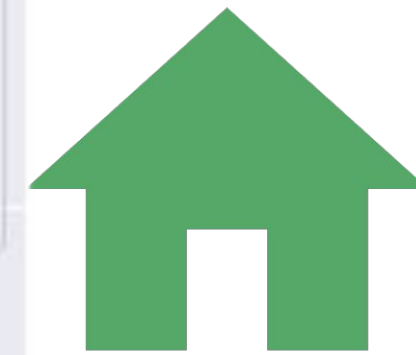
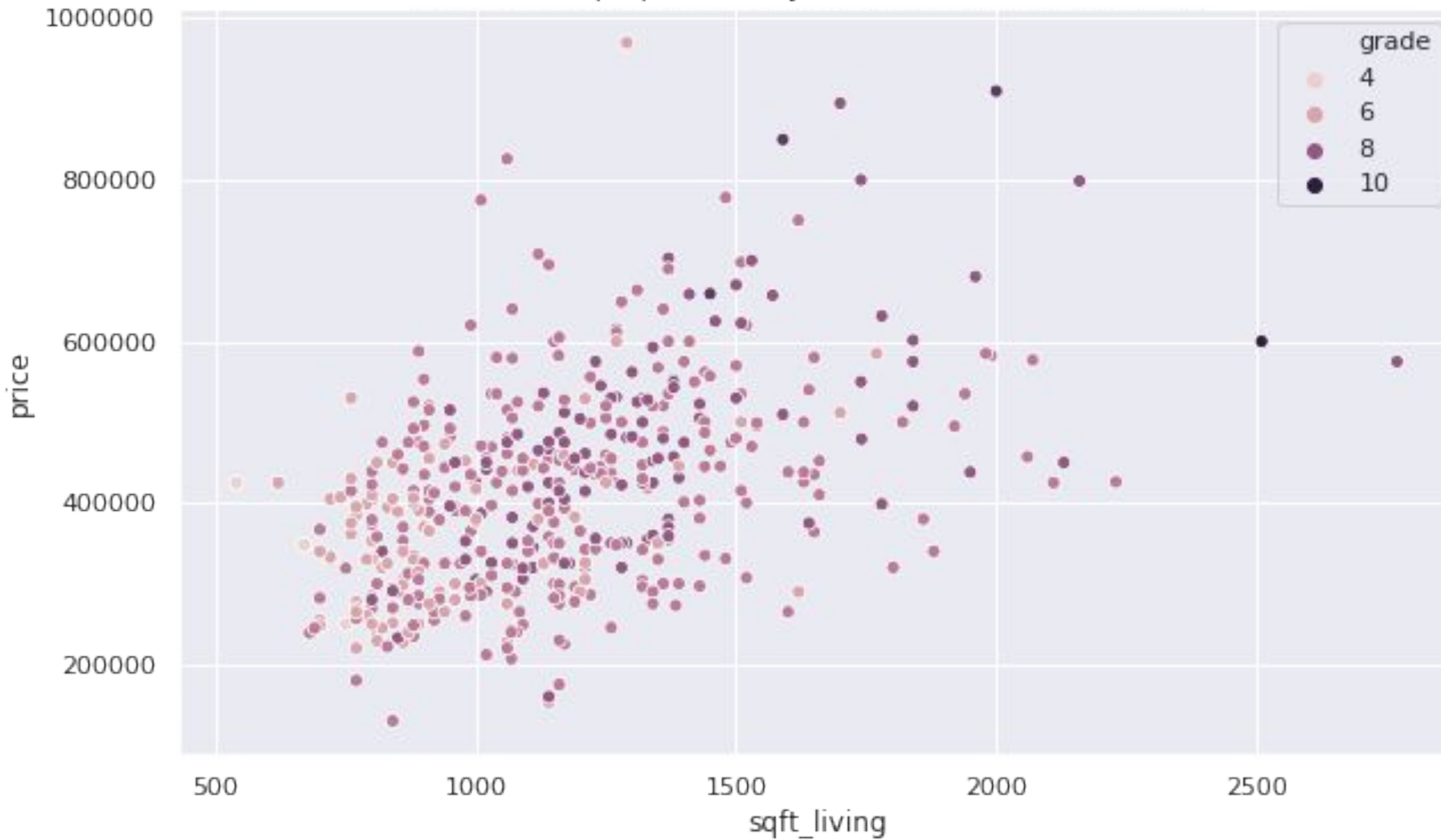
However the average price of a property remains very stable

Average price	
2014-05	£465,000
2014-06	£465,000
2014-07	£465,000
2014-08	£442,200
2014-09	£450,000
2014-10	£447,000
2014-11	£435,000
2014-12	£432,500
2015-01	£438,500
2015-02	£426,500
2015-03	£450,000
2015-04	£477,000
2015-05	£455,000



# QUESTION 3: Where are the opportunities?

2 bedrooms properties no yet renovated, in a condition 3



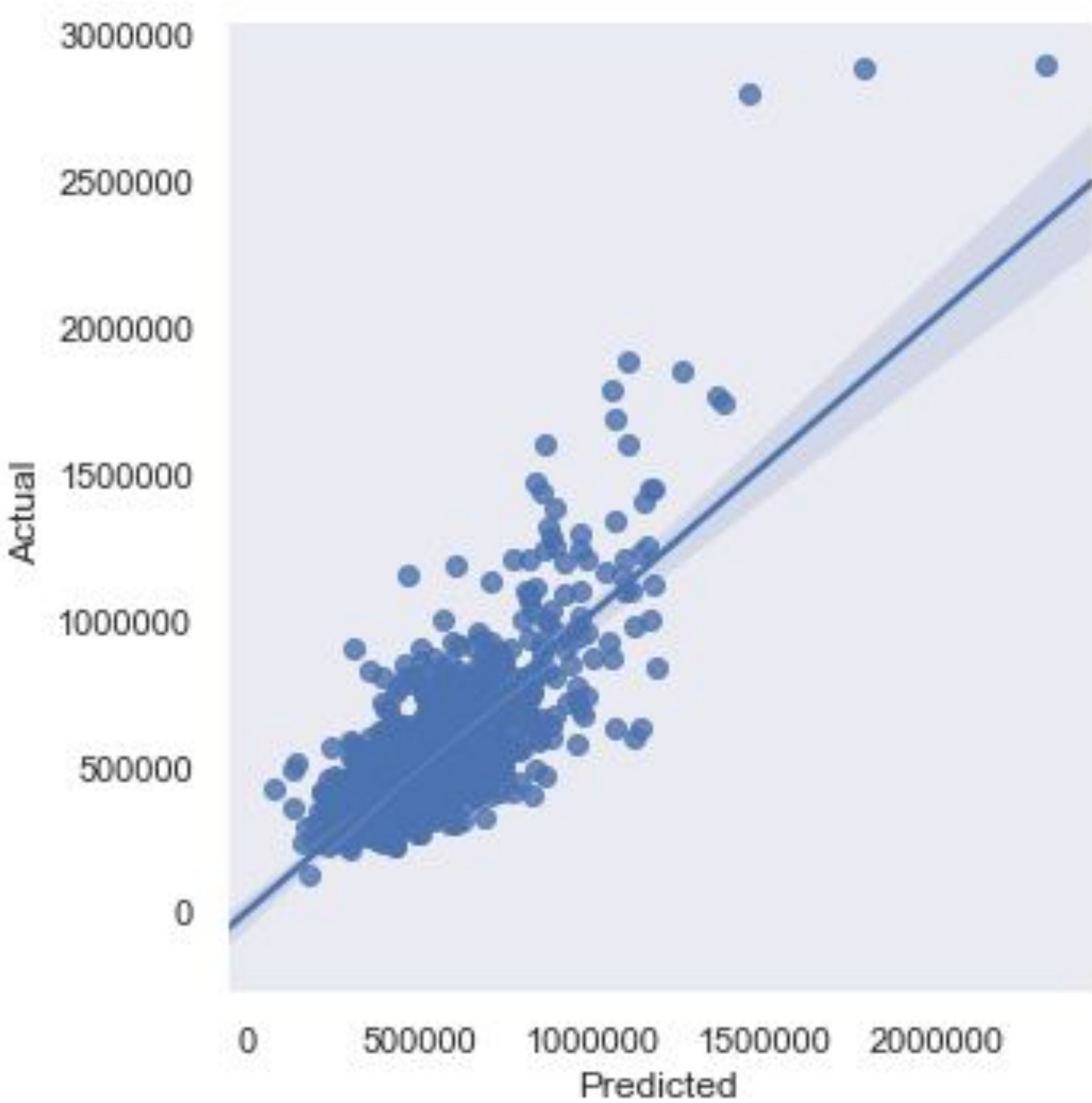
There are still a lot of underrated properties on the market



Measure your effort to maximise your return

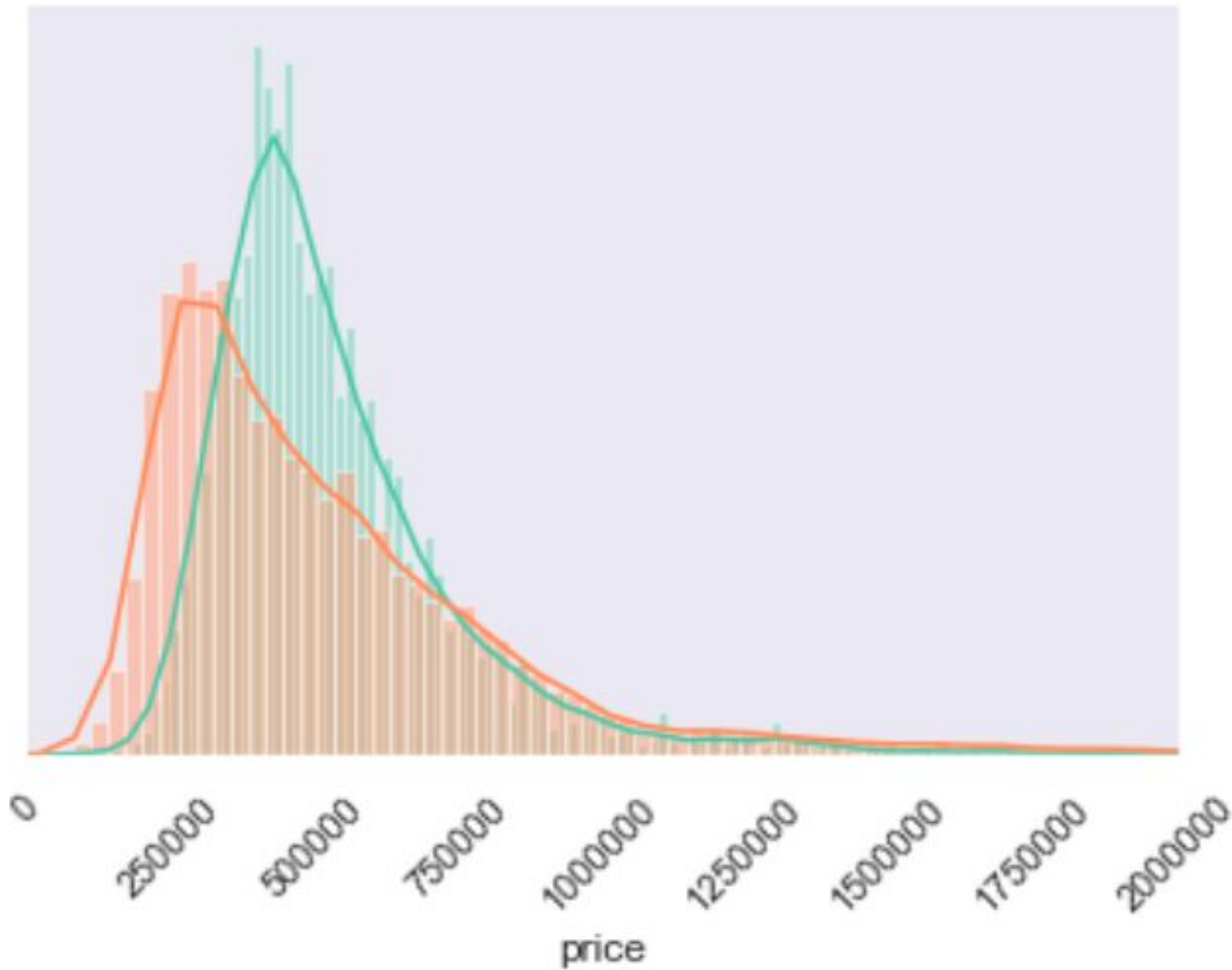


# STATISTICAL MODEL



Scaled Coefficients (Hot Zip Codes)	
bedrooms	-38025.352120
bathrooms	-13495.044722
sqft_living	153841.296208
sqft_lot	-4020.420791
floors	-4749.848706
condition	33520.115670
grade	97985.885740

Scaled Coefficients (Other Zip Codes)	
bedrooms	-45304.490784
bathrooms	-381.754937
sqft_living	222231.545372
sqft_lot	-14669.792032
floors	-20942.007403
condition	41289.098449
grade	129663.977637



R2 (Hot Zip code Area) = 0.56

R2 (Other areas) = 0.57



# CONCLUSION:



The market is growing and it looks favorable to landlords and property developers



The timing of the purchase/sale won't matter much. Only the competition will vary with time.



There are opportunities in the market which mainly lie in renovating properties, especially when the living space is increased



A photograph of a modern two-story house with a dark grey roof and light grey siding. The house has a large two-car garage with a light-colored door, a front lawn, and a driveway. The text "Thank you for your attention!" is overlaid in white. The house number "5991" is visible on the front door.

Thank you for your attention!