hi everyone i'm gonna be presenting my project analyzing king county real estate market.

For a short introduction I did this project from the perspective of a developer, I feel that the finding from the models that were run and all the analysis is most beneficial not only for developers but also for the real estate team.

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The question I wanted to ask-as I got into this project was, how can the methods of data science help

Answer some difficult questions in real estate market analysis.

what would be the best method if not by creating a marketing campaign that aims to promote the sales and help the stakeholder to better make decisions based on technical analysis.

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Our goal is to create a marketing campaign that delivers a high impact to capture the attention of potential customers and leads to consistent revenue.

Another important aspect of the project is to help understand buyers preferences and provide guidance to the sales team.

finally, having a model capable of predicting house prices will help the valuation team by providing a good estimate

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the methodology of the project analysis is divided in four categories

data analysis

features investigation

statistical analysis to find a significant patterns and trends

an lastly building a prediction model

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so we're gonna be going over the most important features that have a high impact on determining the house prices.

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Factor number 1

First factor we're gonna talk about is location, which we consider very important. As we know it is one of the most volatile factors in home values,

as we can see from the graph, houses in a great location, prices are gonna be dramatically improved, instead houses in a bad location even if it's a great home all-around it's going to significantly

decrease the value.

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Factor number 2

Sqft\_living sqft\_lot

it is more specific terms, having lots of square footage even inside the home or not, which makes sense, you know... the more space the more valuable order, more money it's gonna take to purchase the home.

Factor number 3

Grade

king county has a grading system, which range the from 1 to 13 base on the the quality of the home.

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Conclusion