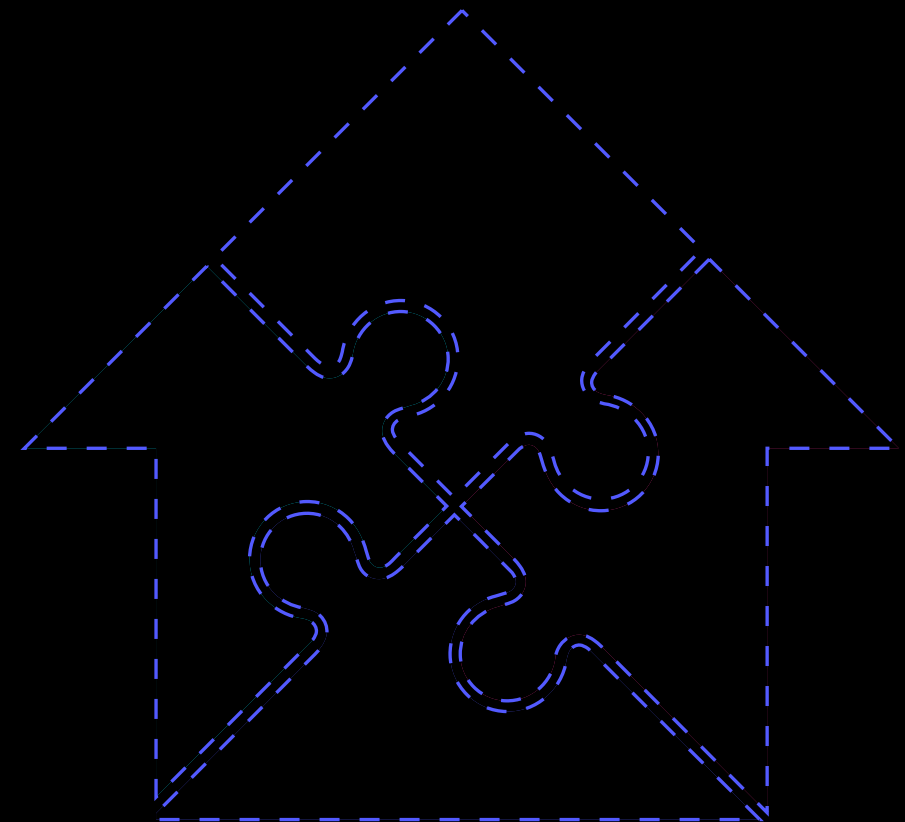


KING COUNTY

Predicting Residential Property Values in King County, WA

AUTHOR: Ru Kein

DATE: November 7, 2019



Question

?

What is the best strategy for increasing the sale price (or property value) of a home?



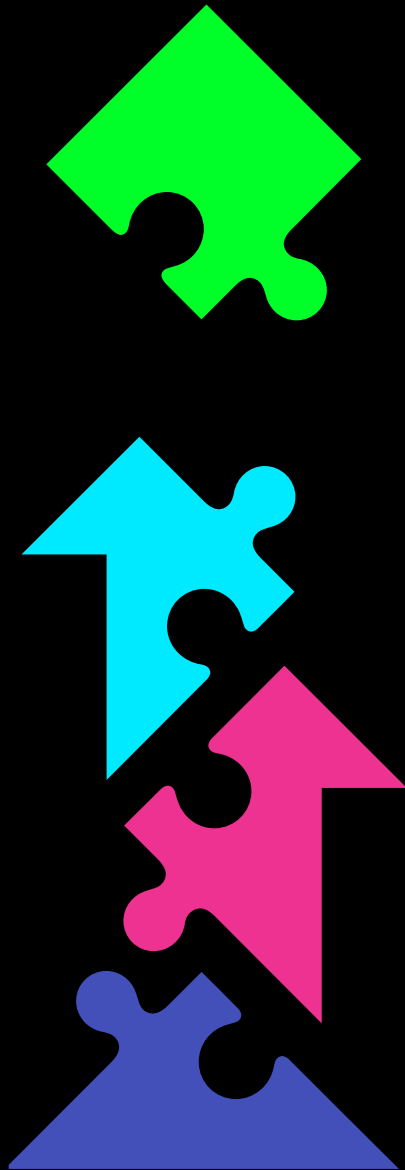
Question

What is the best strategy for increasing the sale price (or property value) of a home?

Model

Identify which *combination* of variables are best at predicting property values.

Prediction Model analyzed the prices of over 20,000 homes sold in King County between May 2014 and May 2015.



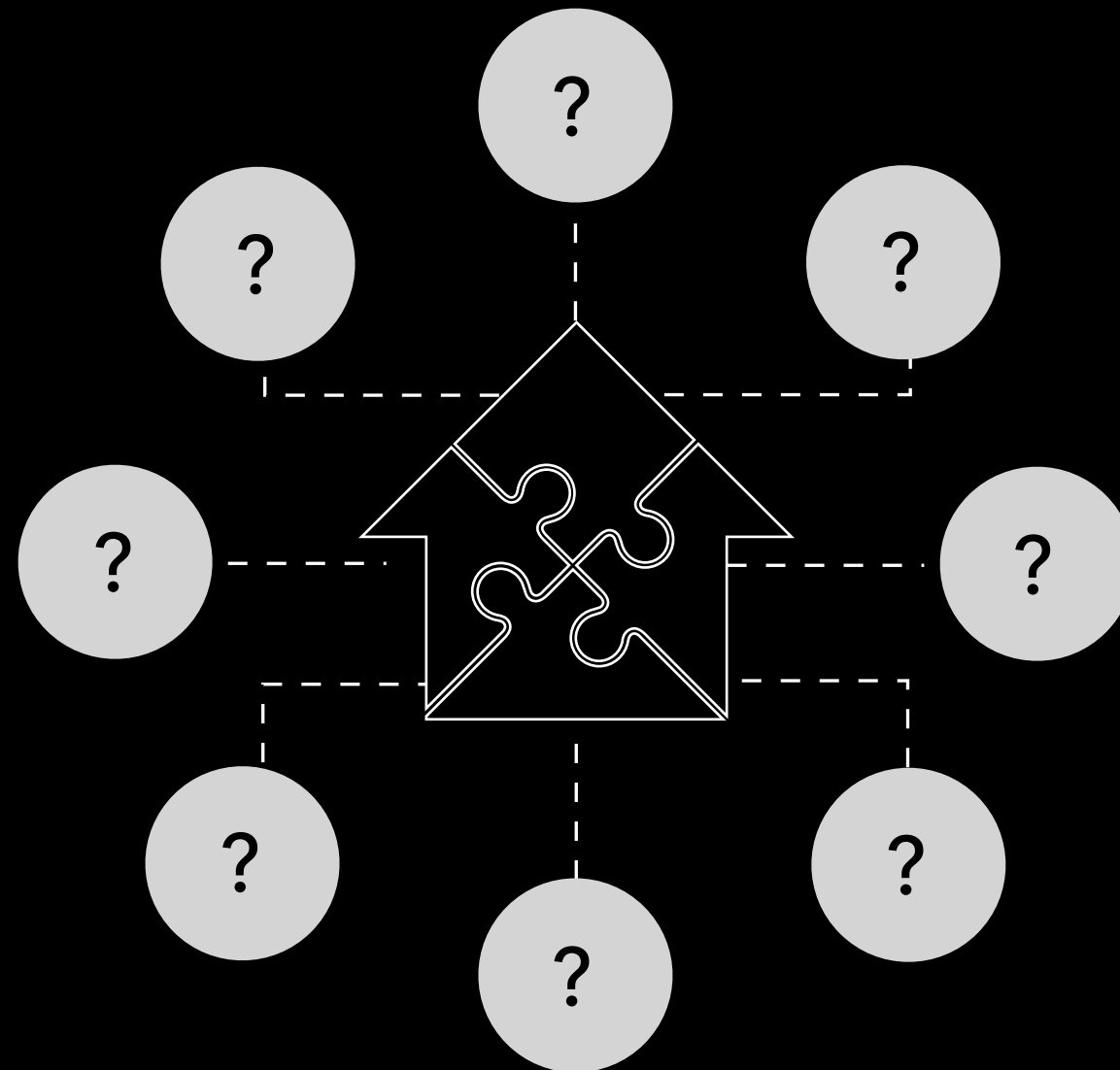
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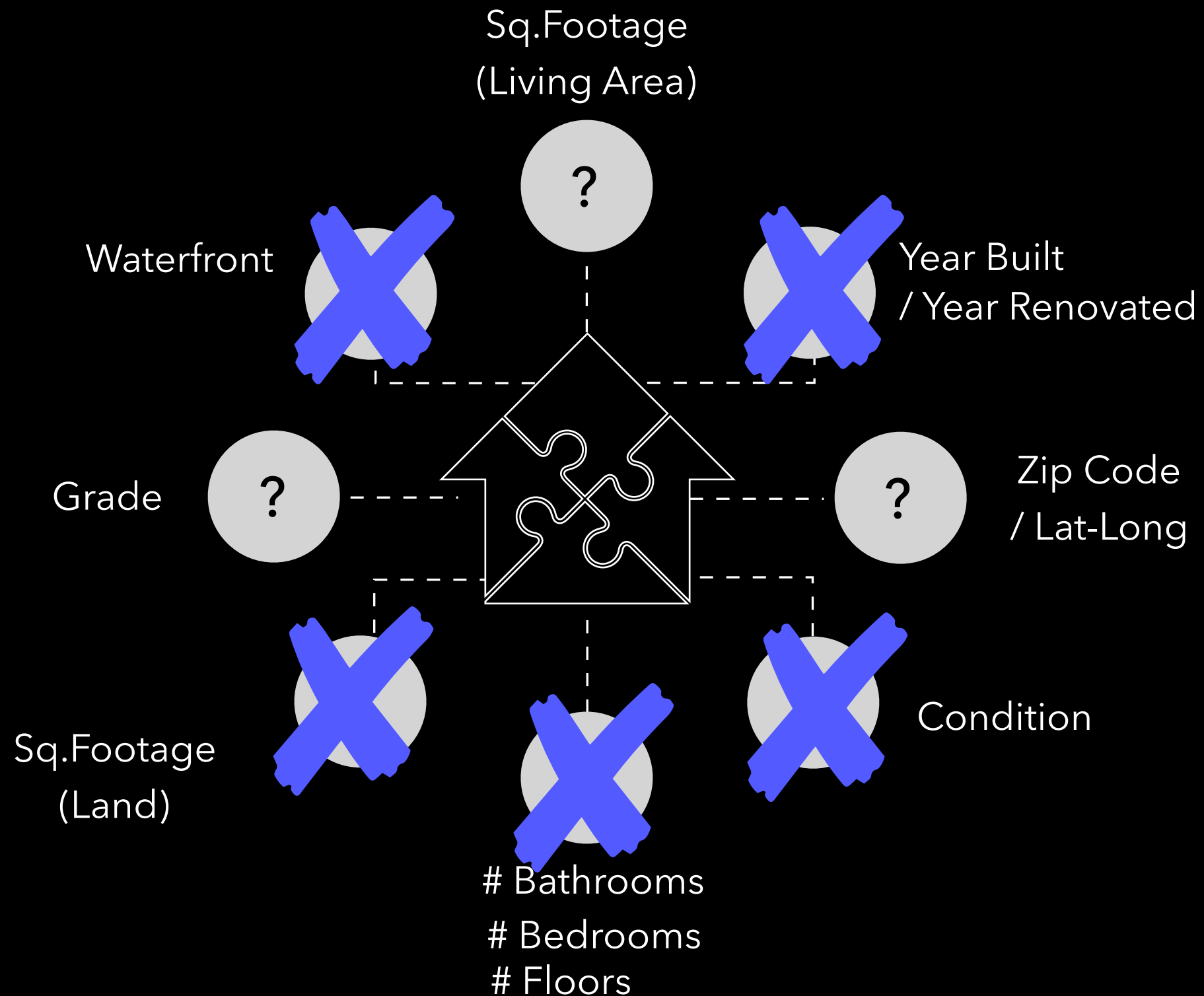
KEY FACTORS

Which factors are most important for evaluating the price of a home?



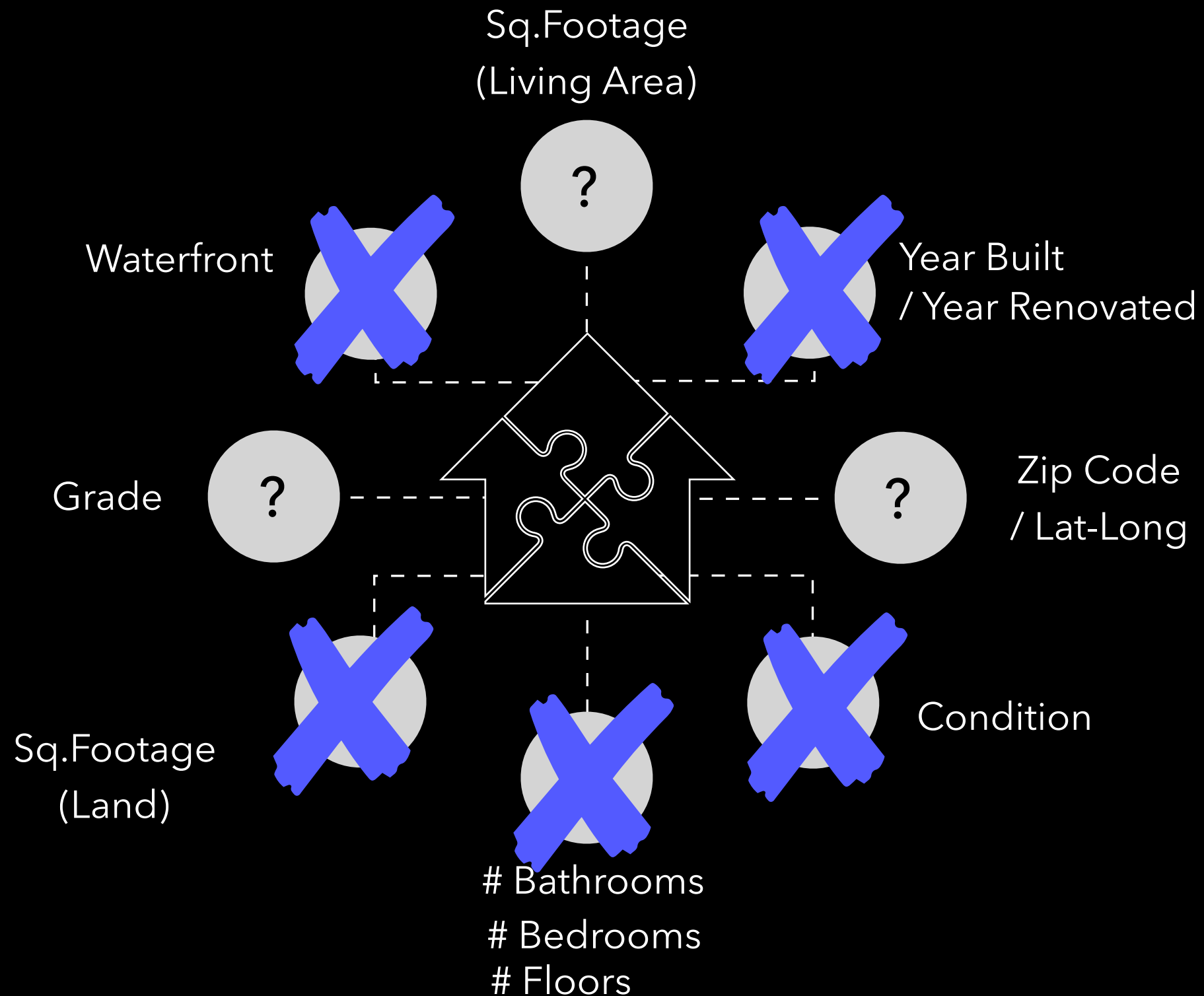
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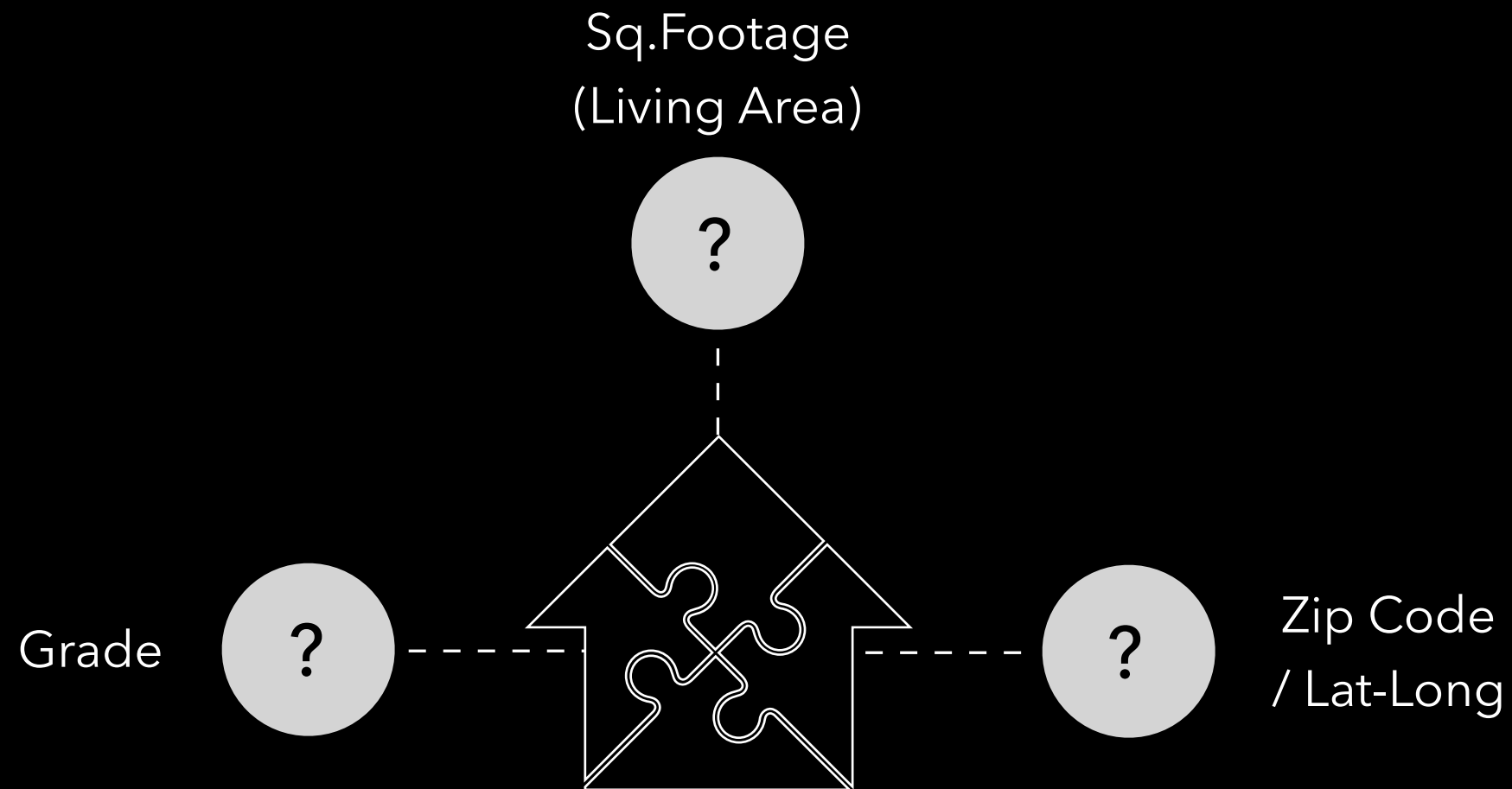
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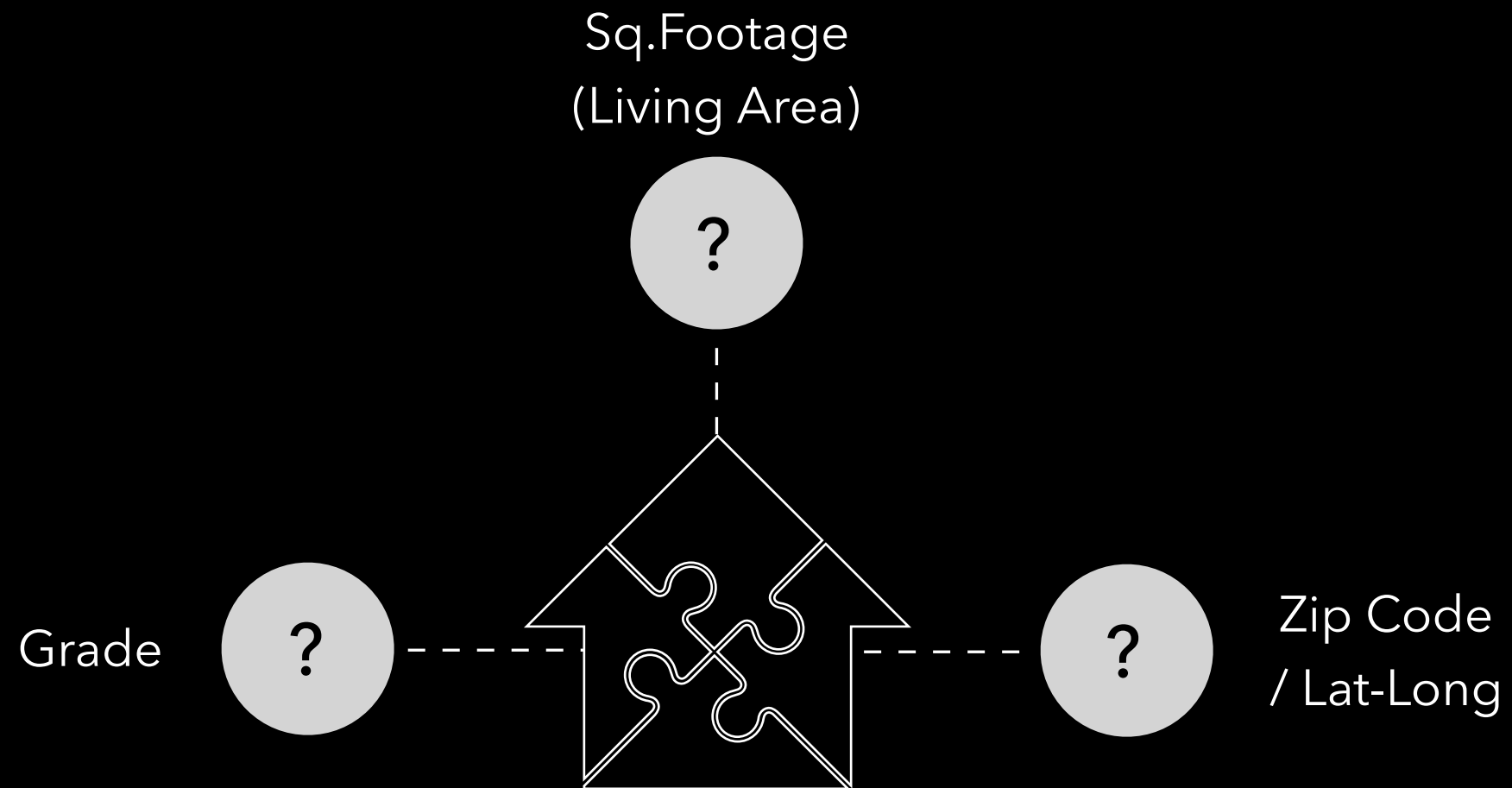
KEY FACTORS

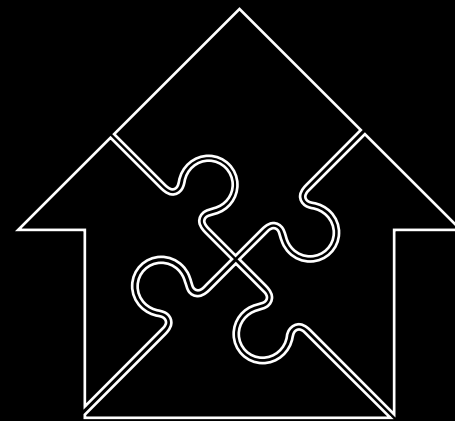
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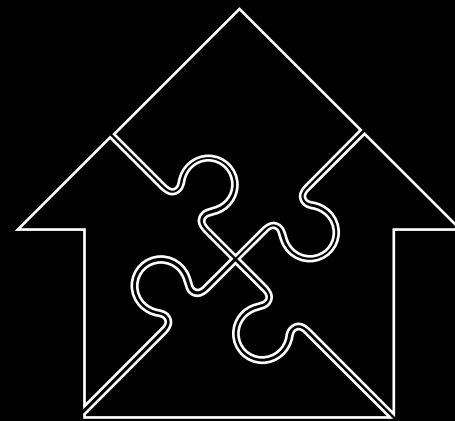


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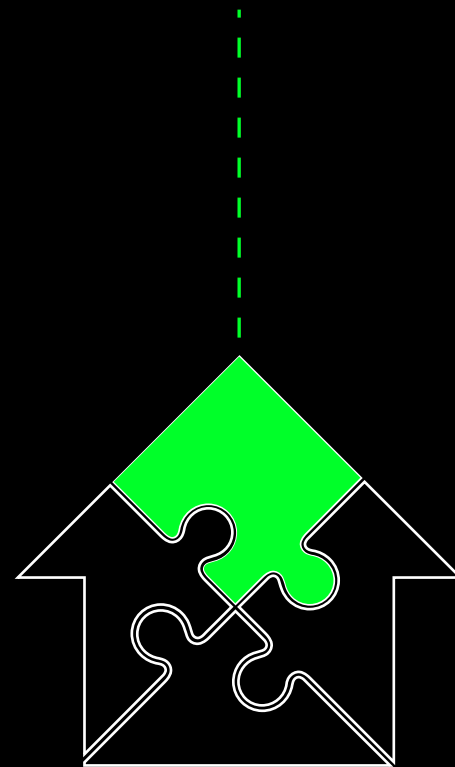






SIZE

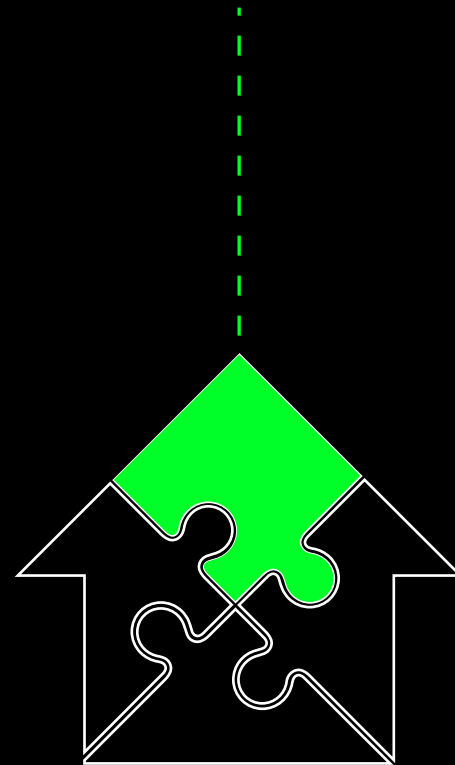
Sq.Footage
(Living Area)



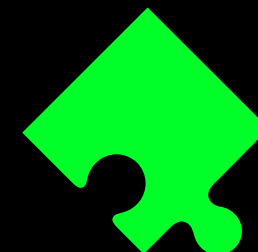
Larger-sized homes attain higher
property values than small ones.

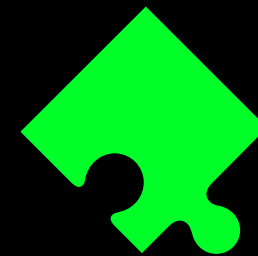
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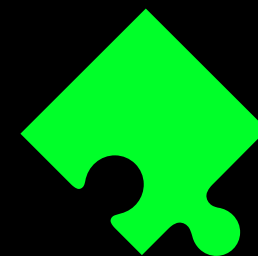
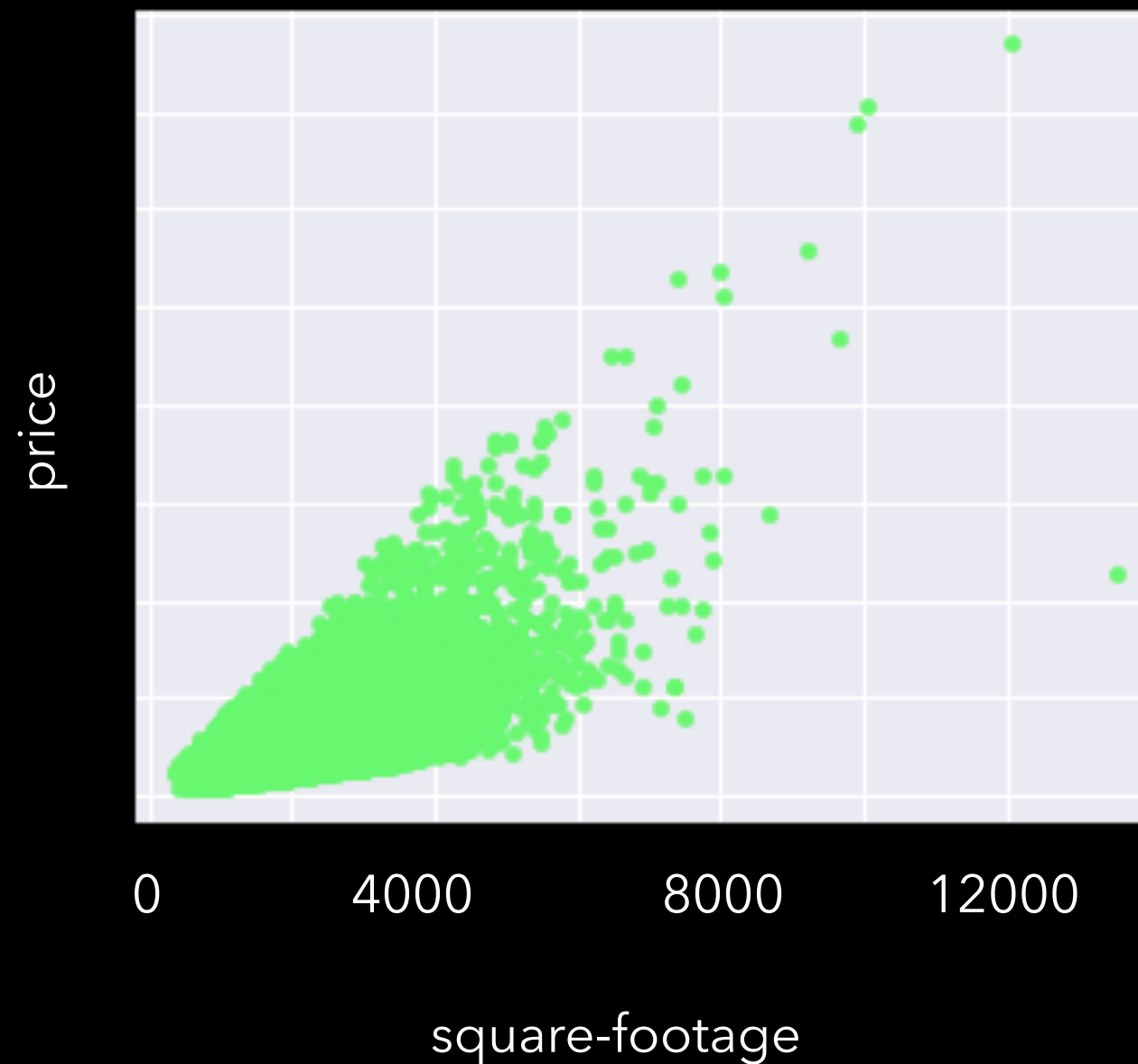
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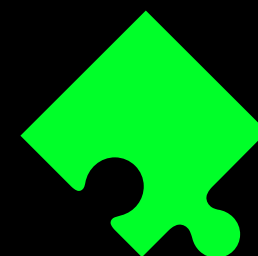




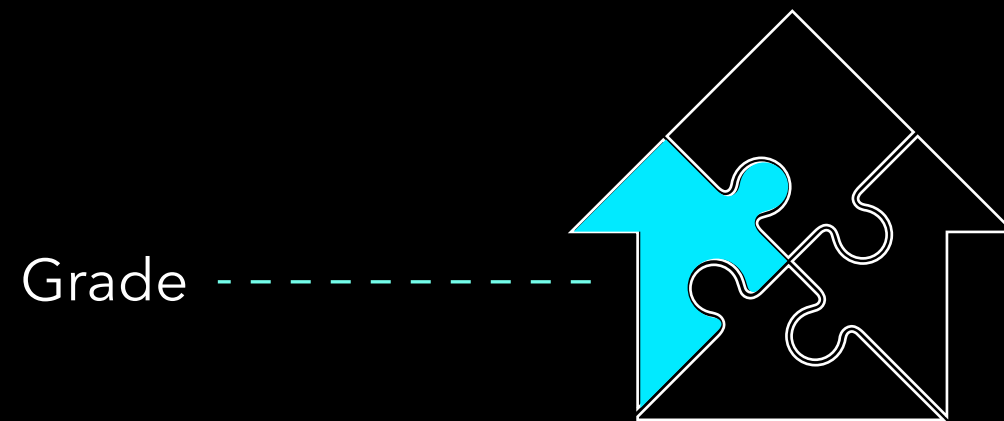


SIZE MATTERS.

Higher square-footages,
higher priced homes.



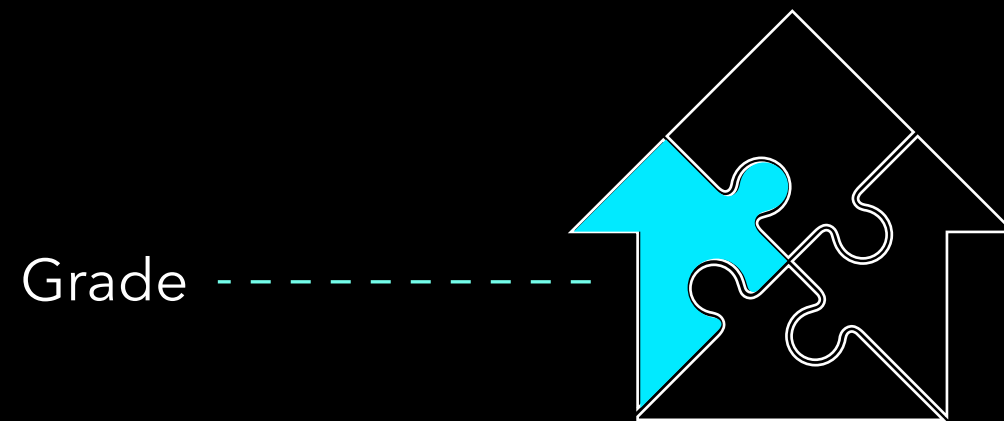
QUALITY



Score range: 1 to 13

Quality of materials,
carpentry, craftsmanship

QUALITY

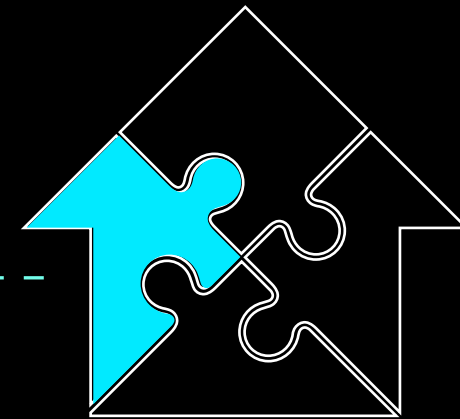


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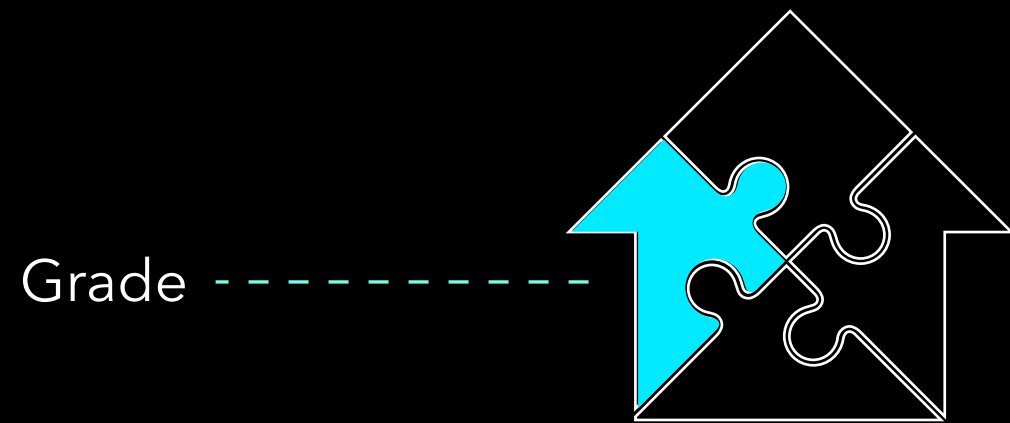
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QUALITY

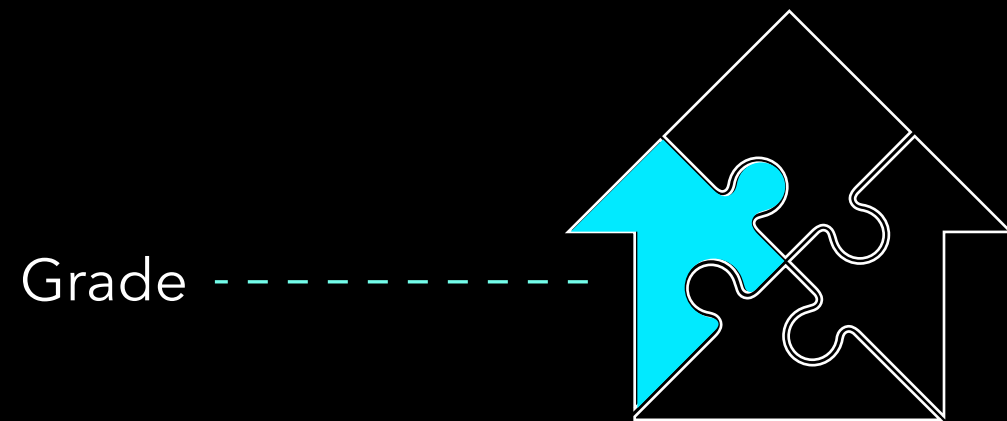
Grade



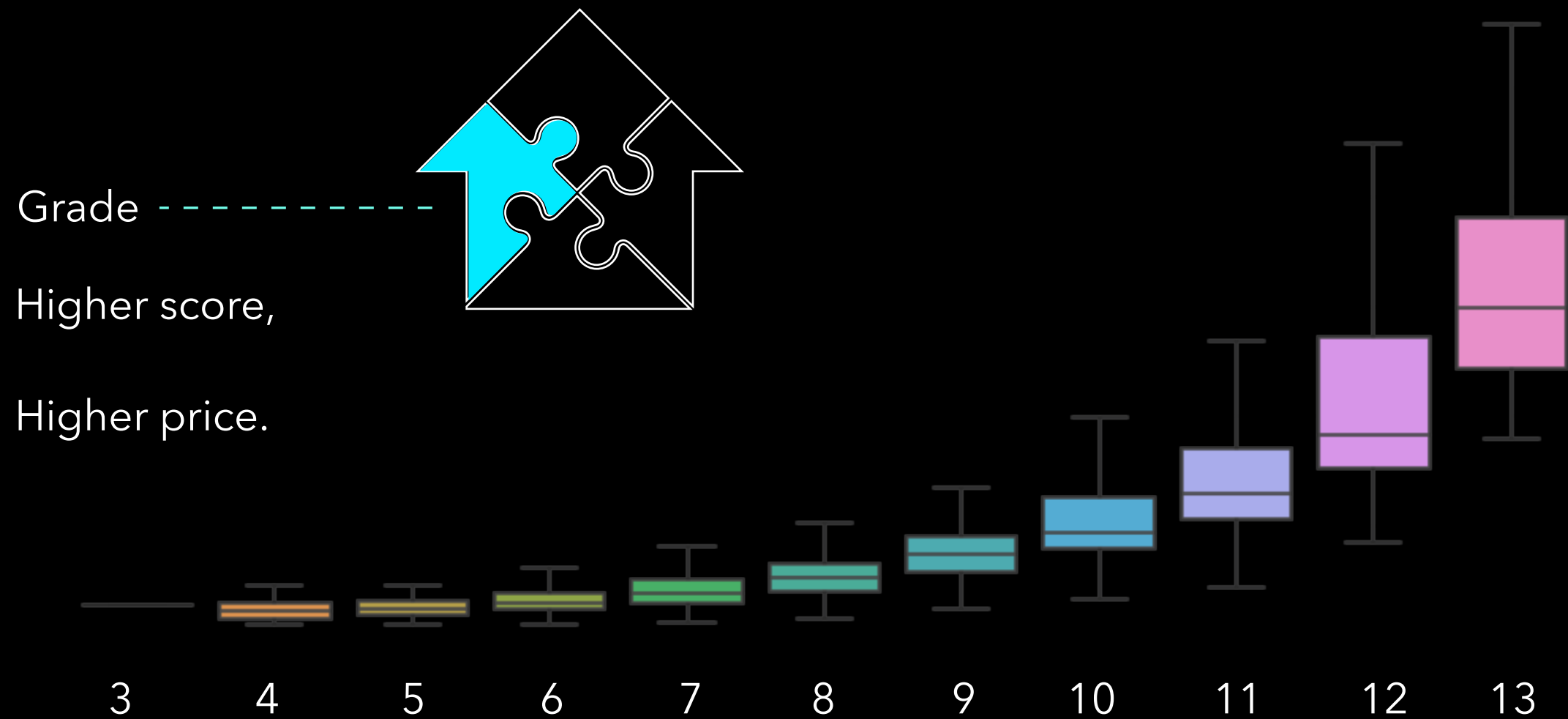
QUALITY



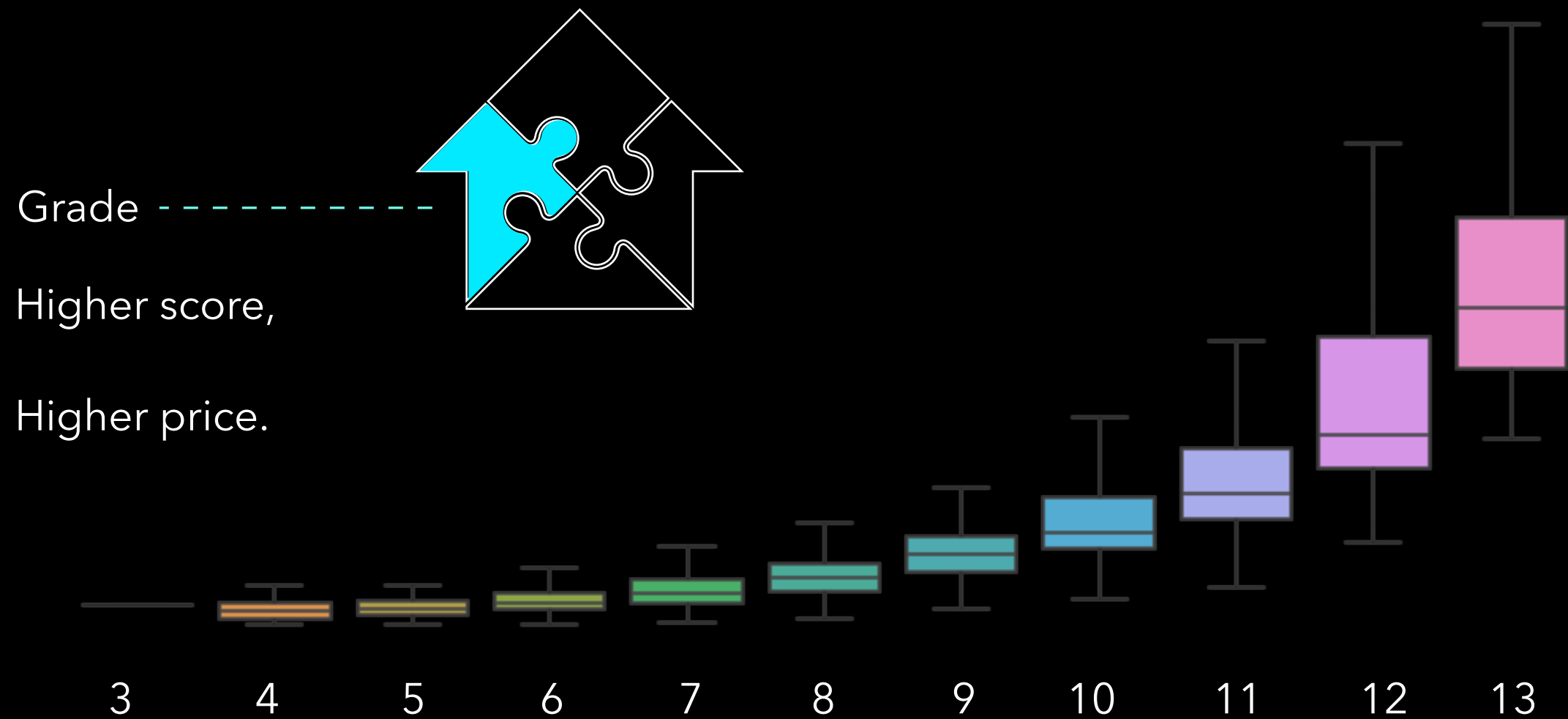
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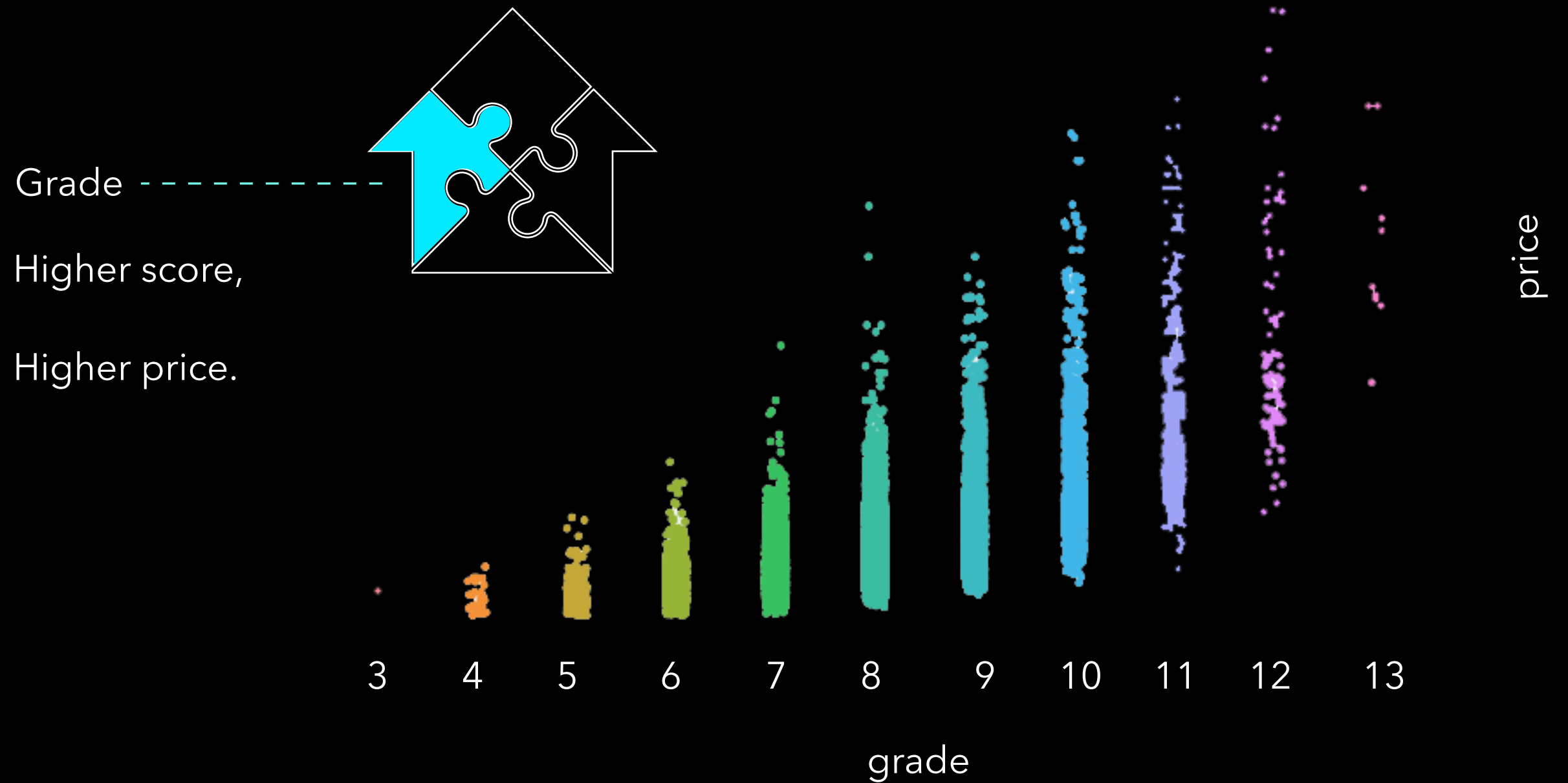
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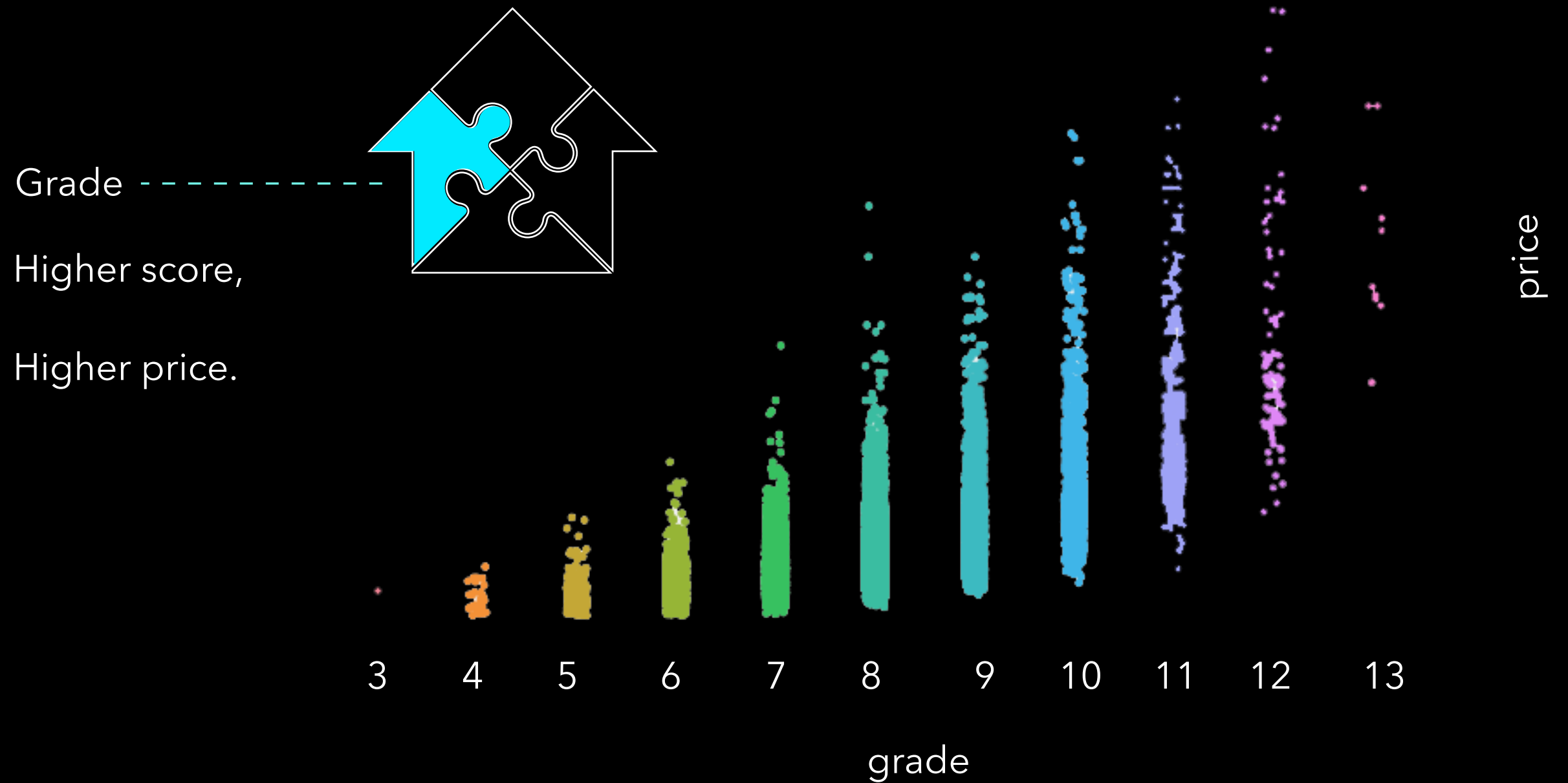
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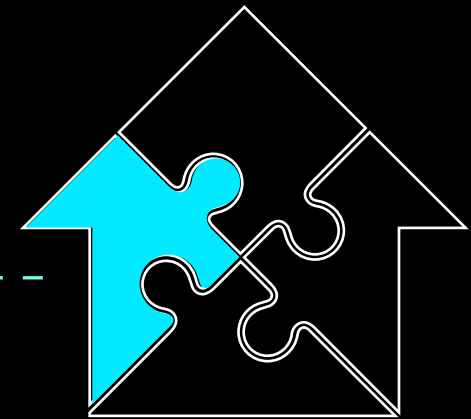
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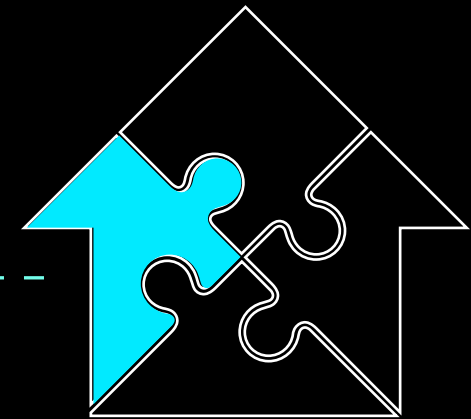
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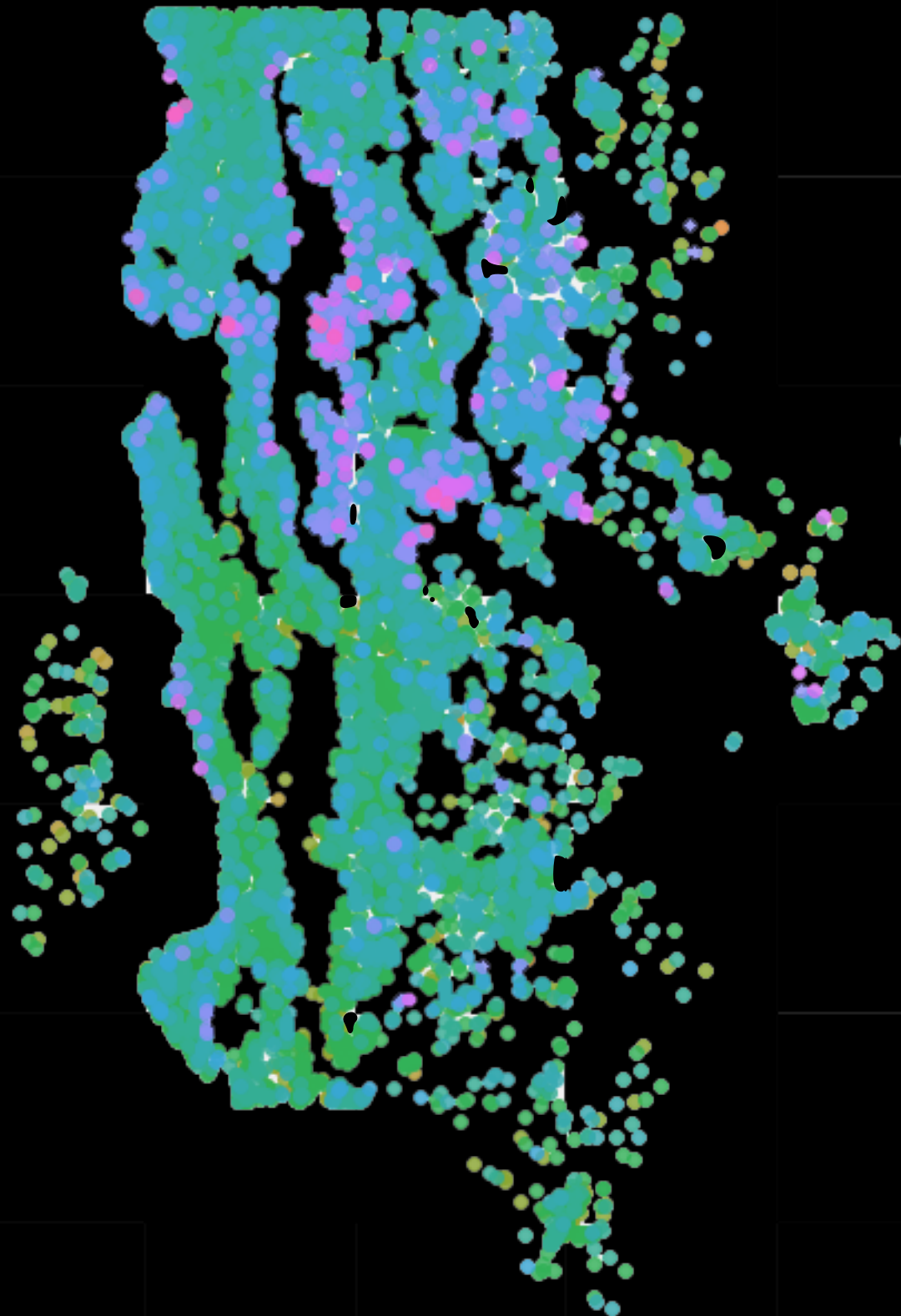


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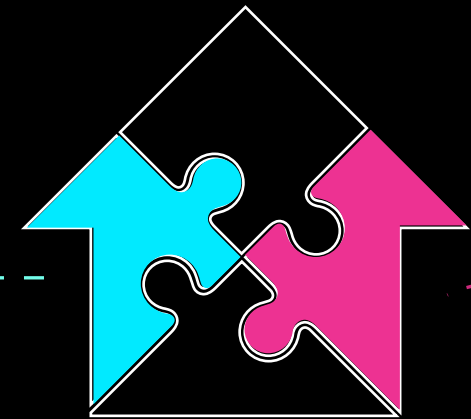


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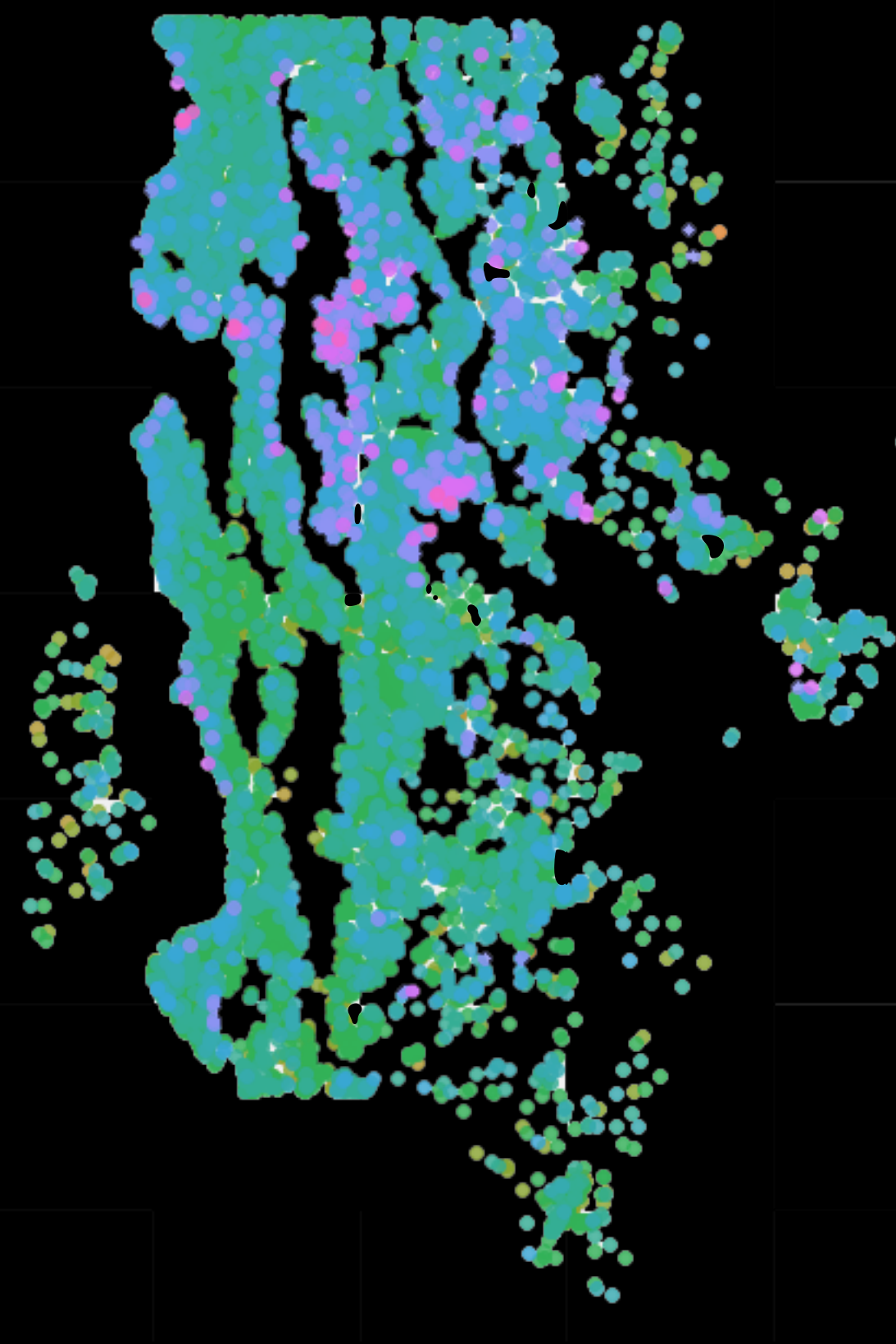


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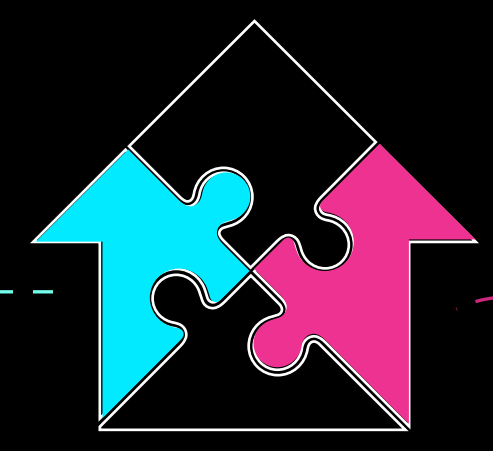


Zip Code

GRADE + LOCATION

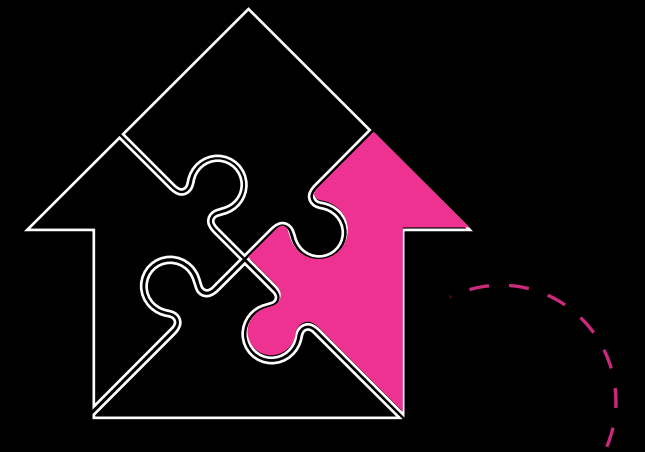


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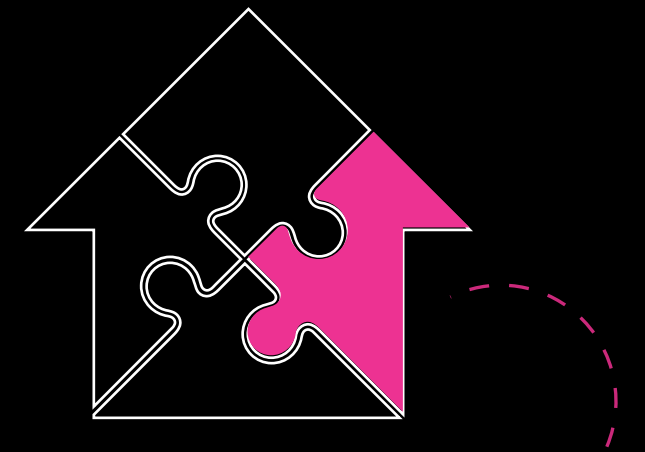


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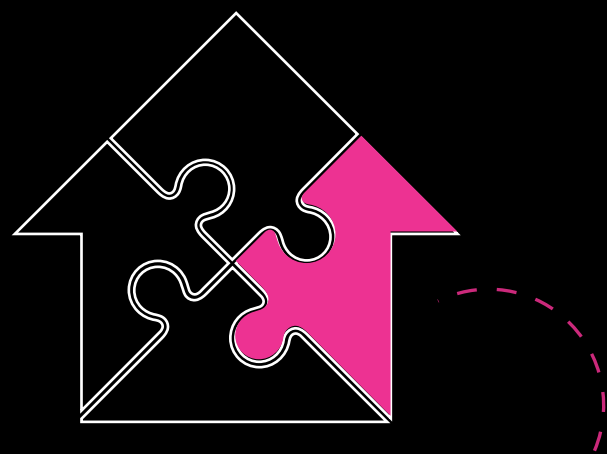
Zip Code



Zip Code

"LOCATION, LOCATION, LOCATION"

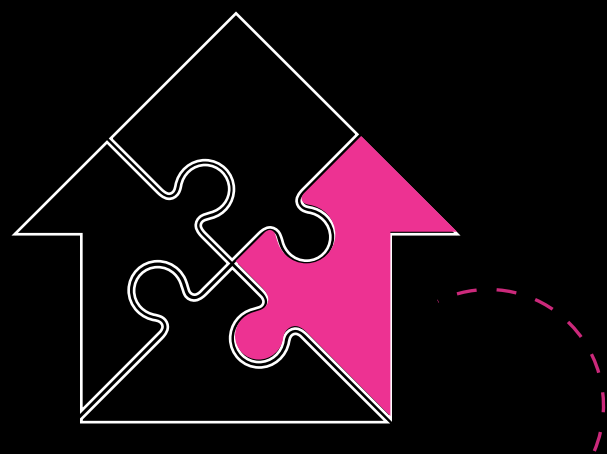
Median Home Values increase
or decrease depending on
the zip code.



Zip Code

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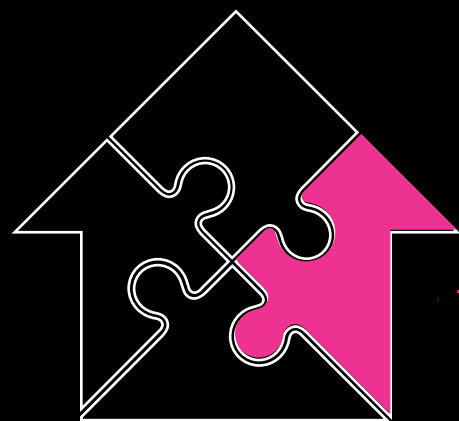
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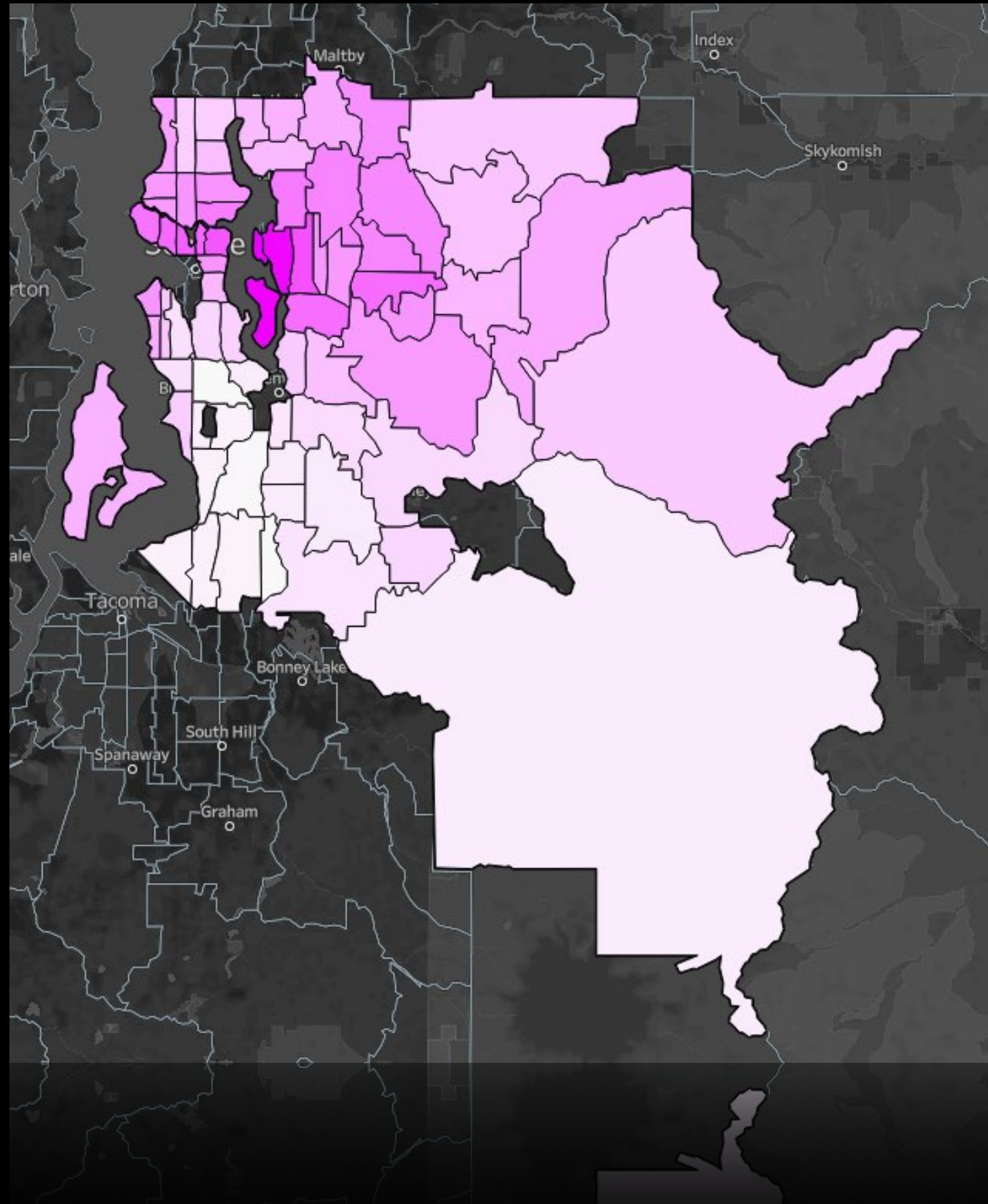
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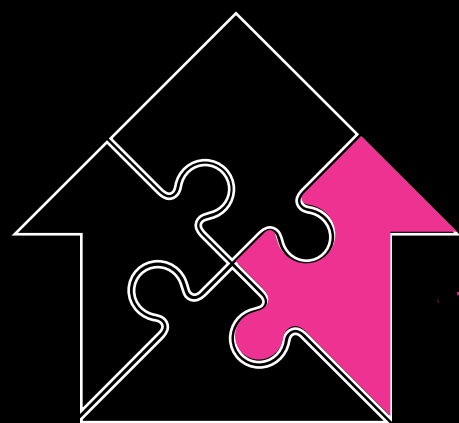


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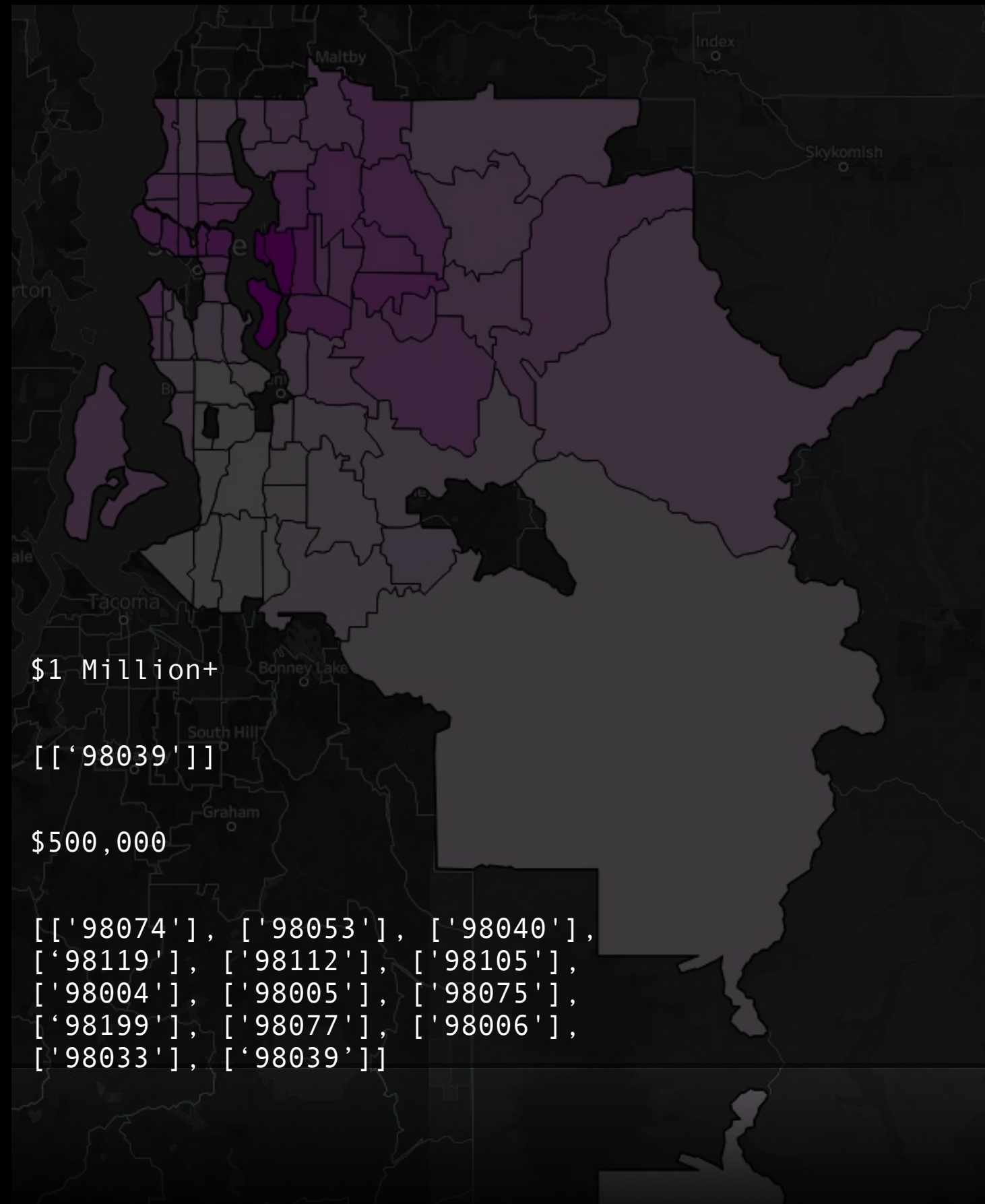


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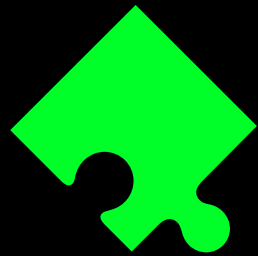


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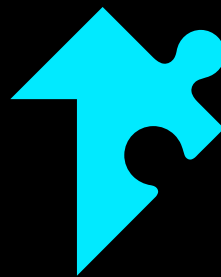
Recommendations

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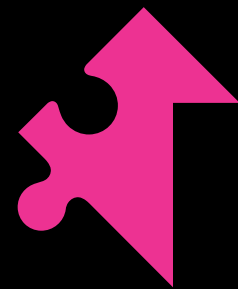
Increase Square Footage

As the size of your home increases in square footage, so will its value.



Use High Quality Material

The grade score is determined by quality of materials inside and out.



Pick the Right Neighborhood

Build (or renovate) property in an area with higher priced homes.

FUTURE WORK

Questions to consider for further analysis

1 Market Fluctuations Over Time

How are property values affected by strong or weak markets?

Are certain times of the year better for selling than others?

2 Houses re-sold for higher prices

Changes made to properties that achieved higher re-sale value?

FUTURE WORK

Questions to consider for further analysis

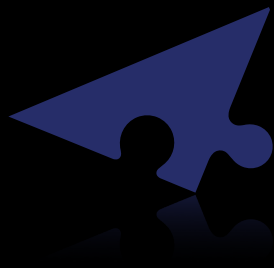
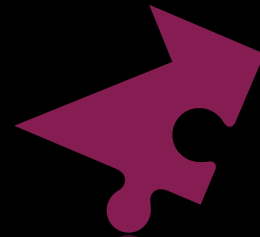
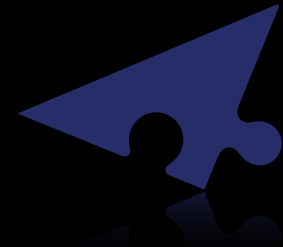
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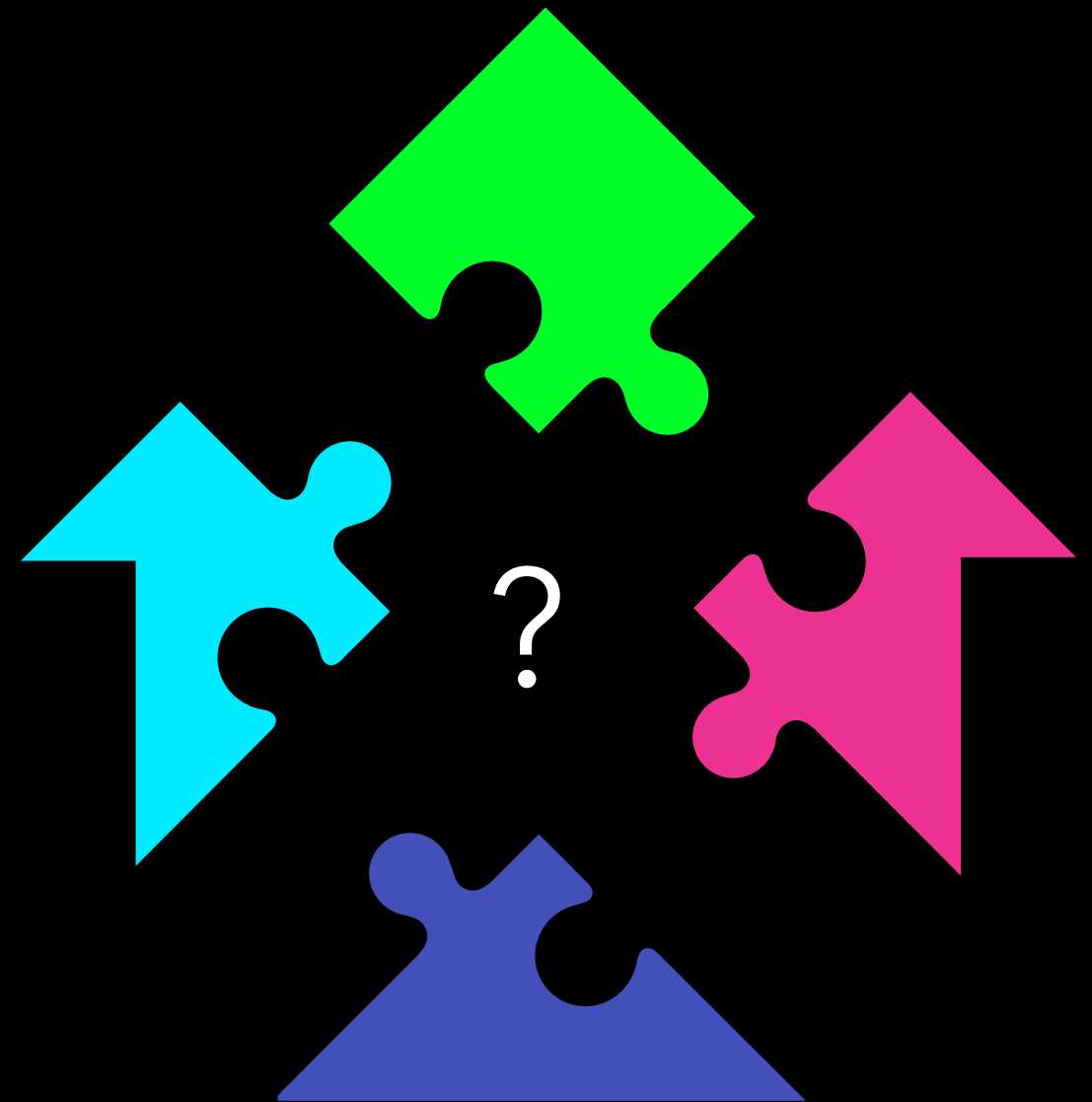
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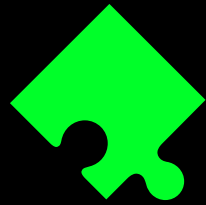


Q&A

Thank You



APPENDIX



Interactive Map of King County Zip Codes and Median Home Values

https://public.tableau.com/views/HousePricesbyZipCodeinKingCountyWA/KingCounty?:display_count=y&:origin=viz_share_link



Code Repository (hosted on Github)

<https://github.com/hakkeray/dsc-v2-mod1-final-project-online-ds-ft-100719>



Prediction Model Technical Notebook (written in Python)

<http://www.hakkeray.com/projects/king-county/notebook.html>



CONTACT INFORMATION

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rukeine@gmail.com

<http://hakkeray.com>