KING COUNTY HOUSE SALES

PRICE PREDICTION MODEL

BUSINESS PROBLEM

Which features how much effects on price for new house ?

How to maximize house price ?

BUSINESS VALUE

1. Depend on our model result could build a house for maximize price after we see which features how impactful on price.

2. Best and optimum features will be our features to build house.

DATA UNDERSTANDING

We have ' **King County House Data'** which tells us ;

- Price :   House Sold price (78k $ to 3.07m $)
- Bedrooms :   House of bedrooms (3 to 10)
- Square living feet : Footage of the house (370 to 13.540)
- Square lot feet: Footage of the lot (520 to 130.680)
- Waterfront: House which has a view to a waterfront
- View :   House has been viewed
- Zipcode :   Zip
- Condition: How good the condition is (Overall)

FINDINGS

1. **Square Feet Living** :

    For new house every 100 feet added square feet living , price increases **1.9%**. We expect this to be the case where house gets bigger , price also increase.

2. **Condition**:

    5(star) Condition most impactful as expected. Model says if the house has 5 condition rate price will be increase **5.6%** .

3. **Location**:

    For location our model shows zipcode 98039 location are the highest impact on price. If the new house will be in this zipcode price will be increase **13.2%**.

4. **View**:

    If the house has more views price will be increase. As our model says ; fourth times viewed house price will be increase **%3.5**.
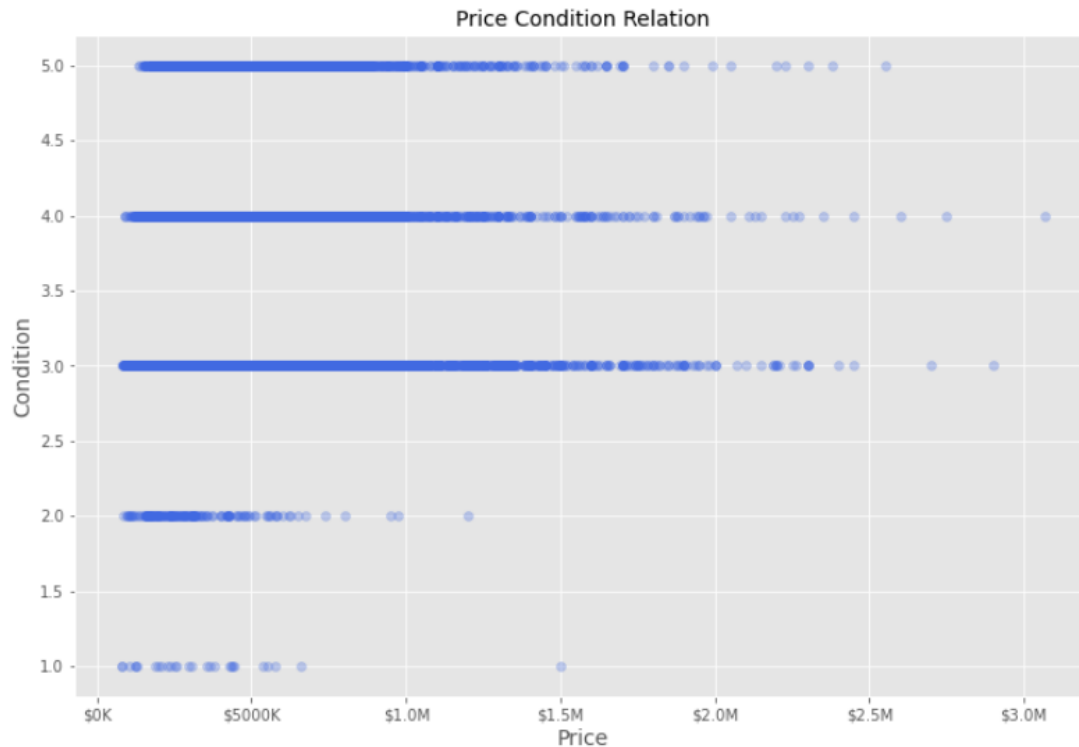
Square Feet Living

Price Square Feet Living Relation

As we can see in this graph , price and square feet living have positive relationship. Which is as square feet living increase , price also increase.

For our model this rate is ; for every 100 feet added square feet living , price increases **1.9%.**
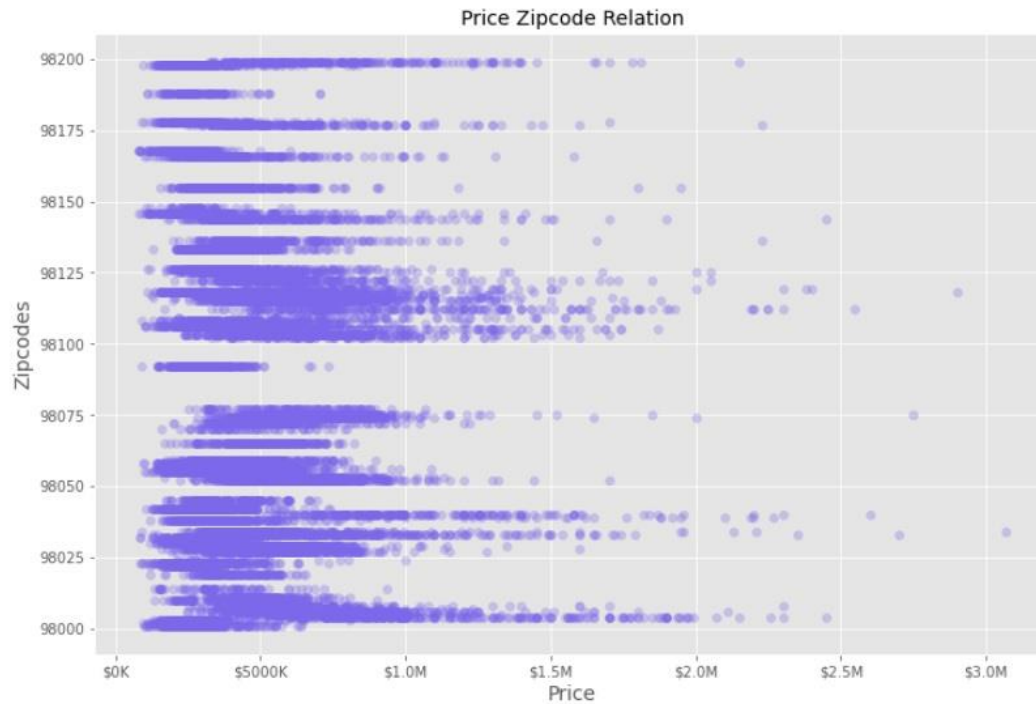
Condition

Price Condition Relation

For second finding 'condition' ,
this graphs shows 3 , 4 and 5 (star) conditions
have the highest prices of houses.

Depend on our model ;
3 condition %4.6 , 4 condition %5 and
5 condition %5.6 increase house price.

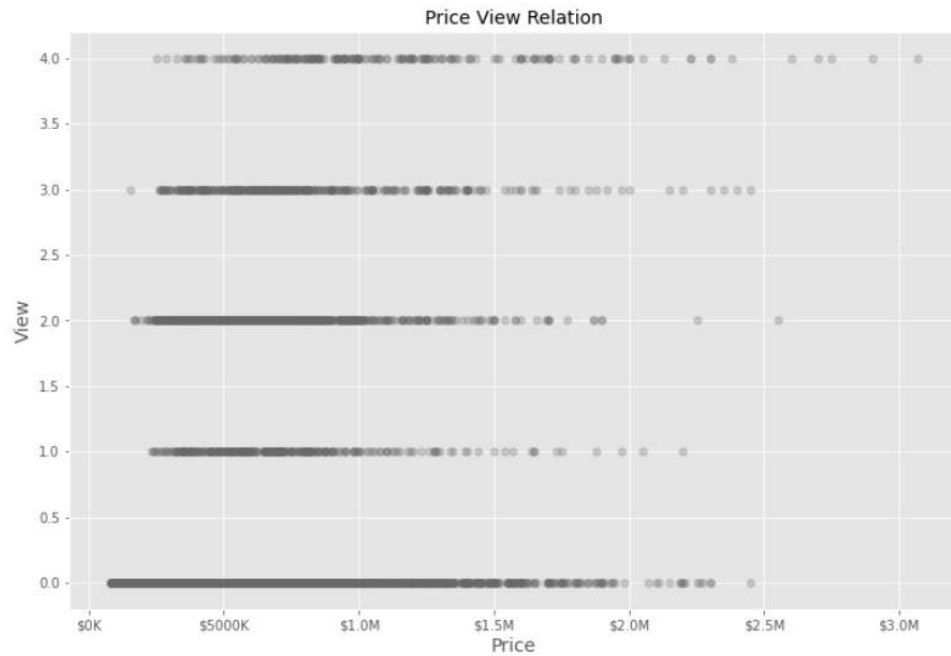# Location

Price Zipcode Relation

This visual shows us price and zipcodes relation. Easily could seen around 98025 is the highest price.

Depend on our model;

Zipcode 98039 location are the highest impact on price. If the new house will be in this zipcode price will be increase **13.2%**.

House View

This graph shows us fourth times viewed house is the highest price house.

Depend on our model;
If the house has more views price will be increase. Two times view %1.3 , three times view %2.0 and fourth times view of house price will be increase **%3.5**.

FUTURE WORK

For future work for this model could be work on location with latitude,longitude for precise location for better modeling. And gather more data on construction spendings that how those will effect on house building.