

A wide-angle photograph of the Seattle skyline at sunset. The Space Needle stands prominently in the center-left. The sky is filled with warm orange and yellow hues from the setting sun, transitioning into cooler blues and purples. In the distance, the majestic Mount Rainier is visible, its peak capped with snow. The city's buildings, from small residential units to large office towers, are silhouetted against the bright sky. A few birds are scattered across the upper right portion of the frame.

# Analysis of King County Housing Prices

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# King County

- 39 cities and towns
- Population 2.3 million
- Large working-age adult population
- Tech companies



Source: U.S. Census Bureau QuickFacts

# Business Understanding

What factors affect a home's value?



# The Data

## King County Housing Dataset

21,597 Houses

Median: \$540,000

20 Variables

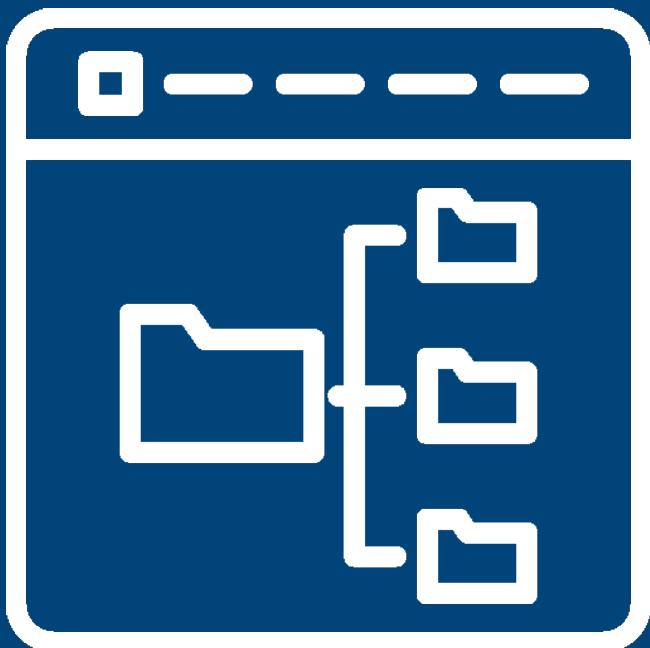


# Data Process

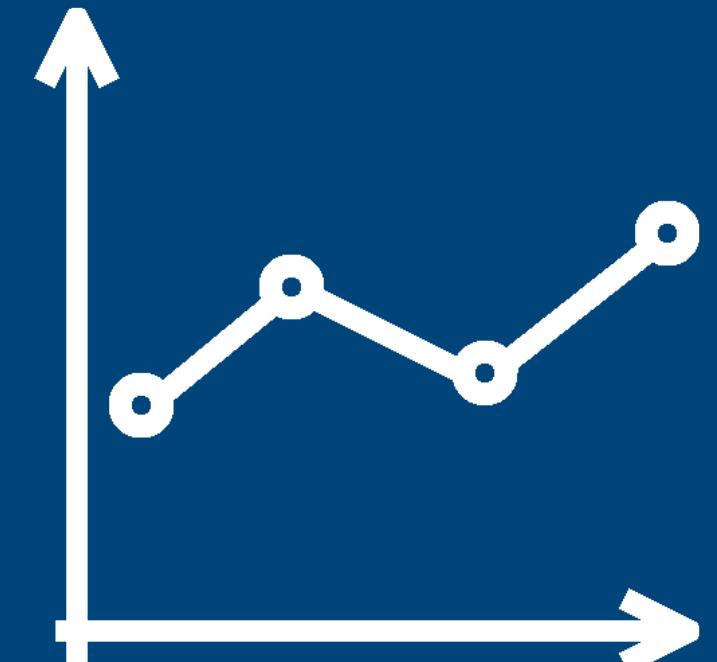
Data Cleaning



Exploring



Linear models



Interpretation



# How can you improve the value of your home?

# Features and Price

| Features                   | Price    | Results  |
|----------------------------|----------|--|
| Sqft_above, Sqft_living    | 0.876448 | Increase in square footage apart from basement and square footage of house = 0.87 increase in value of home. |
| Condition_4, Condition_3   | 0.812294 | A house condition that is 3 or 4 = 0.81 increase in value.   |
| Sqft_living15, Sqft_living | 0.756402 | Increase in square foot living area and the square footage of your home = 0.75 increase in value.            |
| Bathrooms, sqft_living     | 0.755758 | Adding more bathrooms and increasing the square footage of your home = 0.75 increase in value.               |

# Does size matter?



Sqft of Home =  
**46% variance total  
home price**



**Living area =  
37% variance of  
total home price**



**Bathrooms =  
30% variance of total  
home price**

# Building grade and home condition



**Quality & size =  
50% variance  
of total  
home price**

# Recommendations



- Increase square footage
- Additional bathrooms
- Building grade = 10 +
- Home condition = 5 +

# Next Steps

- Zip codes
- Single family homes vs Multifamily homes
- Compare King County and Pierce County

# Thank you

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