



# Go or Stay? A Business Decision

THE OUTLIERS

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# Our Approach



DATA  
PREPARATION



MOTIVATION FOR  
MODELING LEASING



CHOOSING  
A MODEL



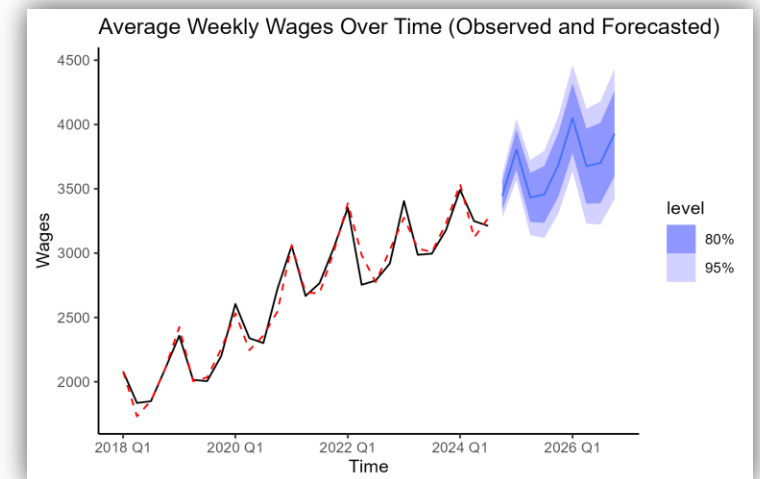
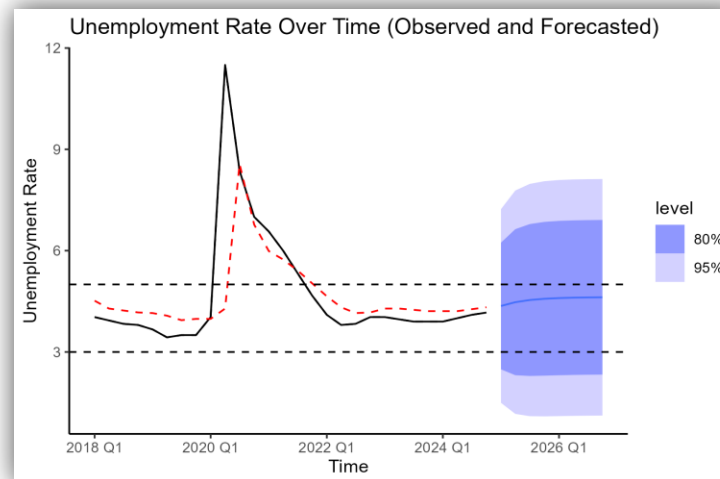
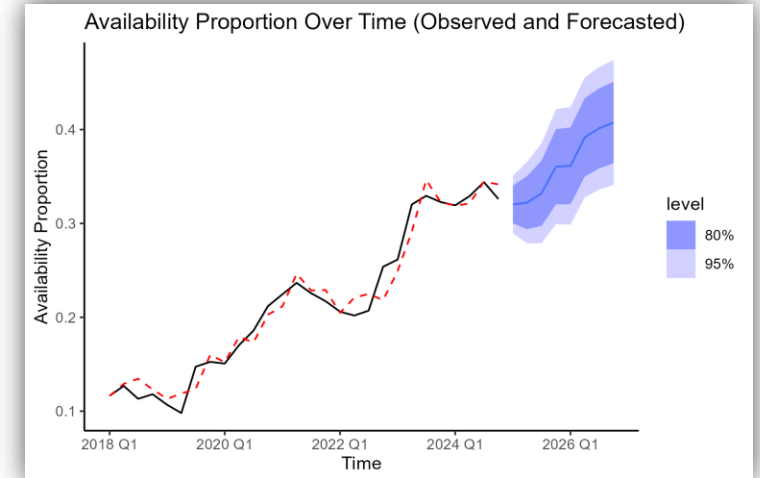
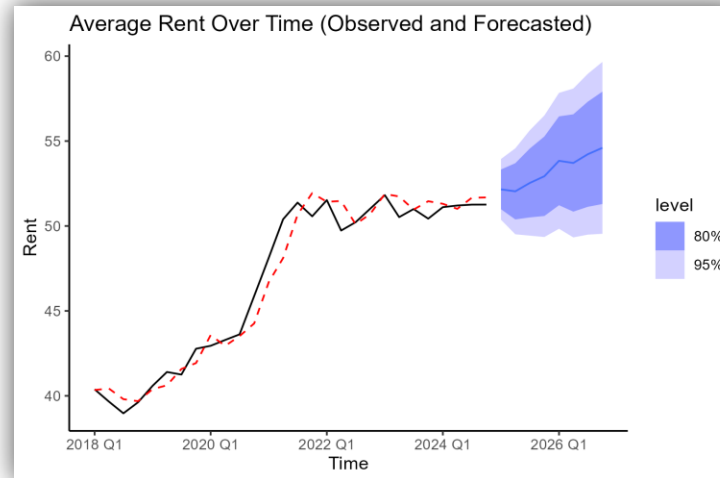
NARROWING  
OUR SCOPE

# Looking Into The Future

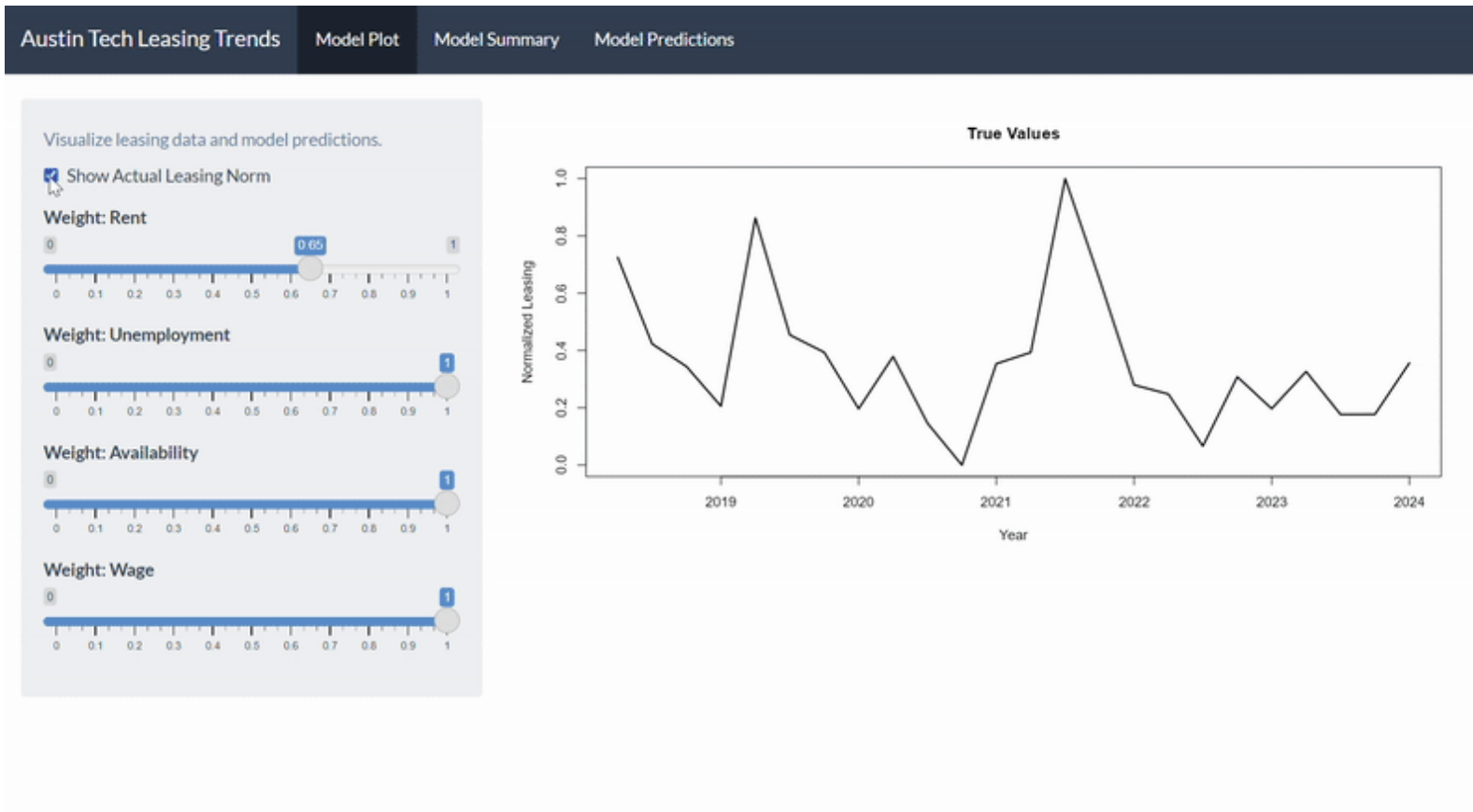
4 Predictor Variables:

- Rent
- Availability Proportion
- Unemployment Rate
- Wages

Forecasting into the future to observe trends that impact leasing



# Shiny App Implementation



## Coefficients

Intercept:  $-0.066$

Rent:  $1.506$

Unemployment Rate:  $-0.713$

Availability Proportion:  $-1.993$

Weekly Wage:  $0.733$

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# Applications and Recommendations



Generalize pipeline to other markets



Implement socio-economic data based on the industry



Consider the client's concerns