



# Igloo Analytics - NW Homes

- King County, WA -

# Meet the Team



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# Our Agenda



• **01**

Business  
Problem

• **02**

Data  
Overview

• **03**

Analysis

• **04**

Our Models

• **05**

Recommendations

• **06**

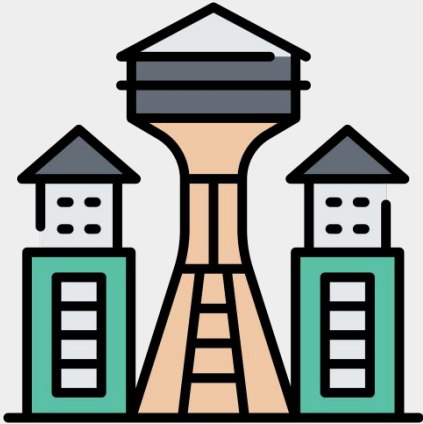
Future  
Insights



# Business Problem



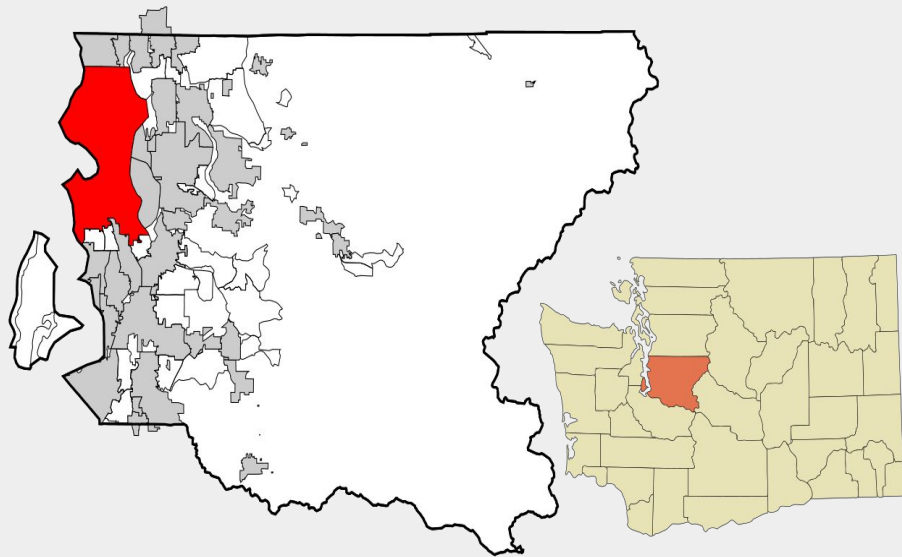
## Selling Property in the King County Market



# Data Overview



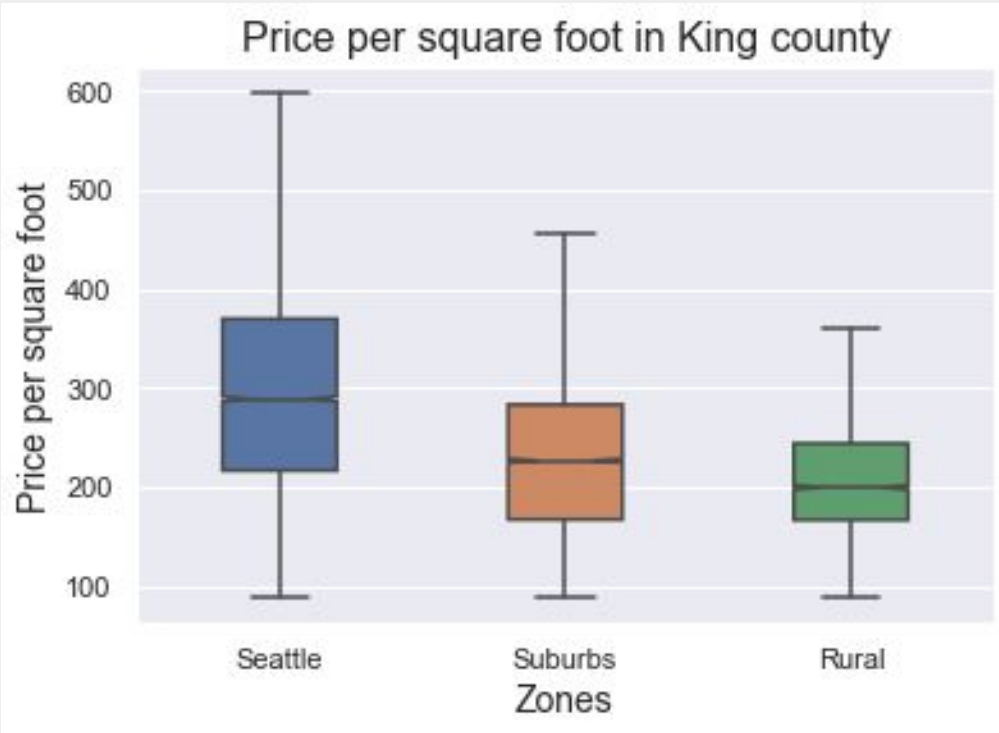
- Data: King County Housing
- Time Range: May 2014 - May 2015
- Unique Entries: ~21.5K



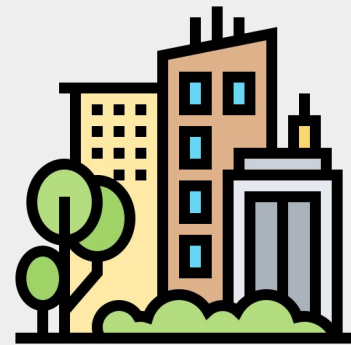
Analysis



# Price per square foot by Zones



- Seattle: \$220 to \$380
- Suburbs: \$180 to \$280
- Rural: \$180 to \$250



# Price by House Grade

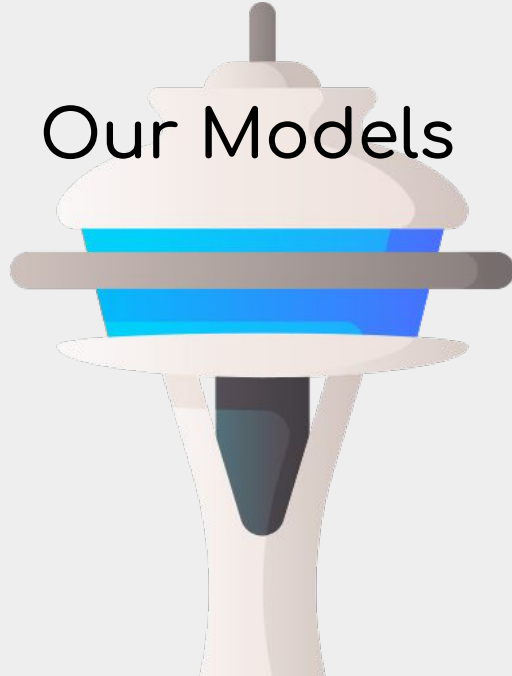


- Price variation based on location and grade
- If a client wants to sell at X price, what should the grade of the house be in the given zone?





# Our Models



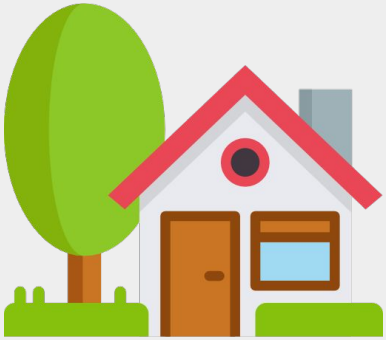
# First Model - One Predictor



- SQUARE FEET LIVING

45% VARIATION

195k PRICE RANGE



# Final Model - Multiple Predictors



SQUARE FEET LIVING • GRADE • ZONES

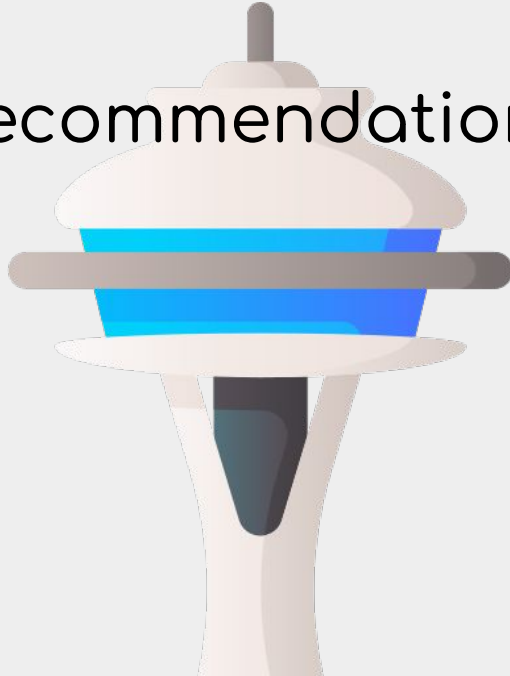
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90.6% VARIATION

80k PRICE RANGE



# Recommendations



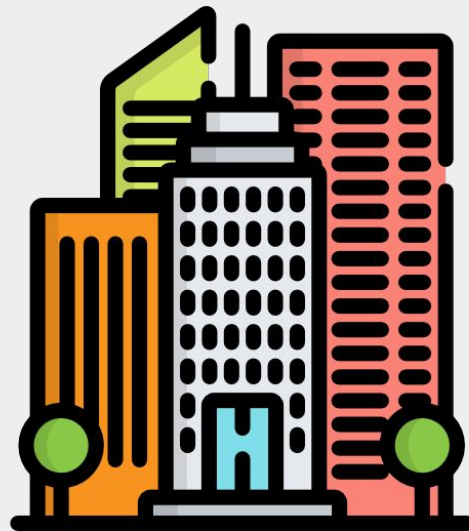
# To Best Price a Home



LIVING SPACE



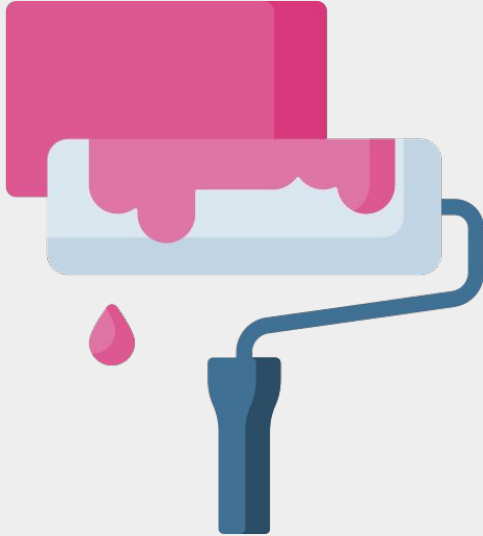
GRADE



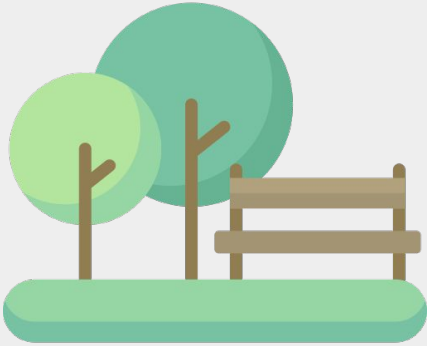
LOCATION



# Improving Condition of House



# Vicinity Towards Community Facilities & Tourist Attractions





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Questions?

