# King County - House Pricing Insights

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#### **Business Problem**

What housing features should real estate agencies focus on when looking to invest in properties in King County?



## Agenda

- Data
- Baseline Model
- Additional Models
- Final Model
- Recommendations



### Data

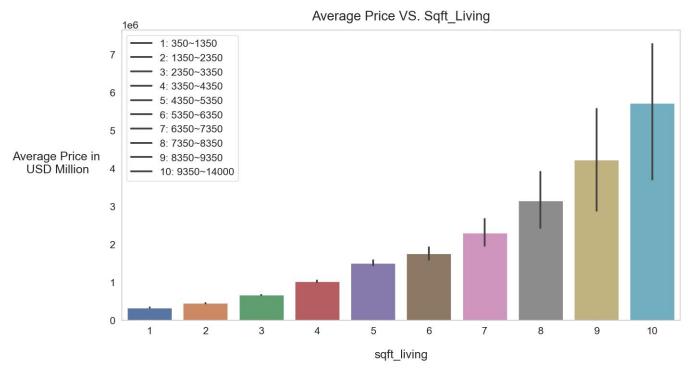
King County House Sales from 2014 - 2015

- Median Selling Price: \$450,000
- 18,000 properties sold up to \$750,000

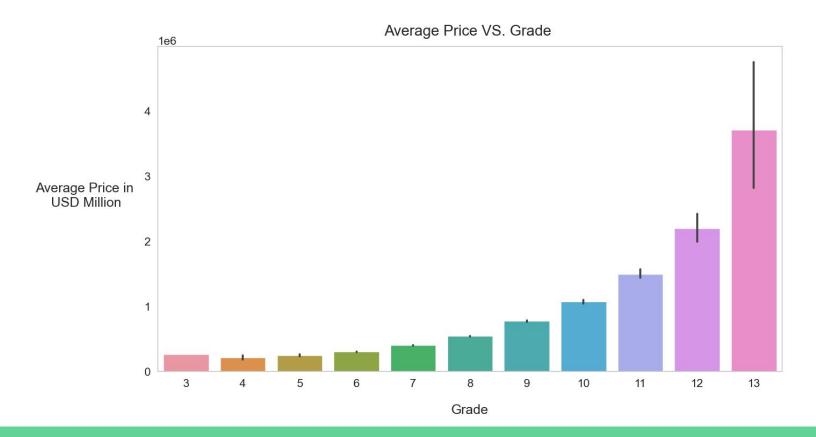


#### **Baseline Model**

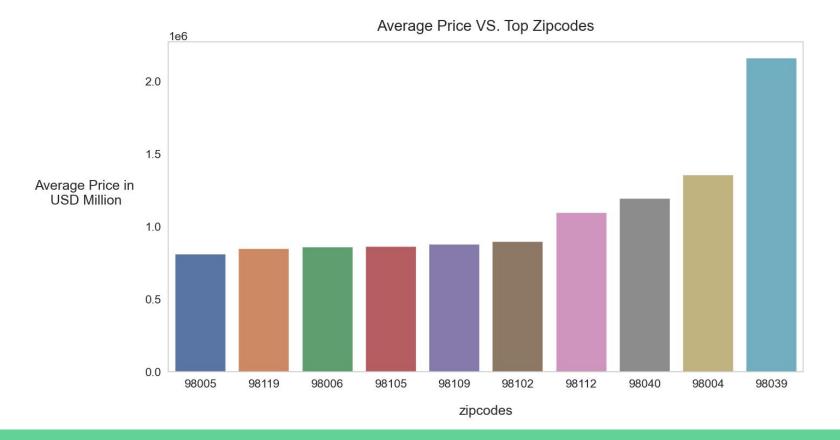
Initial Strong Correlation between Prices & House Square Footage



## Housing Unit Grade Level

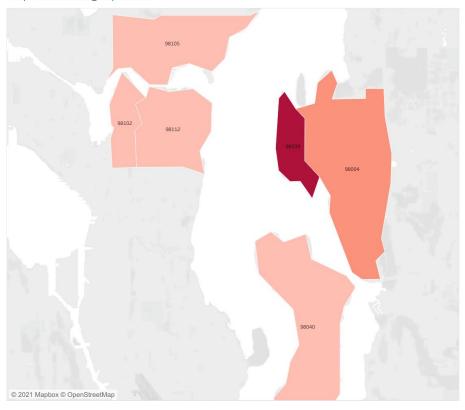


### Incorporating Zip Codes in Final Predictive Model



### **Best Locations**

Top Performing Zipcodes



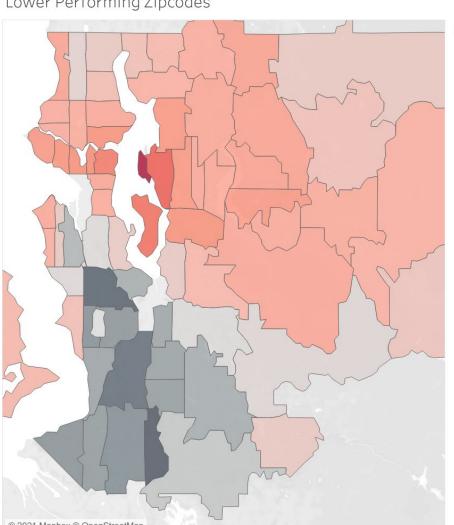
Avg. Price 1,109,509 2,161,300

These areas are best to invest in

1) Medina/ Bellevue

- 98039
- 98004
- 2) Seattle areas
  - Madison Park: 98112
  - Capitol Hill/Montlake: 98102
- 3) Mercer Island
  - 98040

#### Lower Performing Zipcodes





#### Worst Performing surround Auburn in Black Area

Lake Morton

98092

Federal Way

98023

Lakeland North/South

- 98003
- 98001

### Final Recommendations & Future Analysis

- Recommendations
  - House Square Footage
  - House Grade Quality
  - Zip Code
  - Bedrooms, Floors, & Waterfront help fine tune model

- Future Analysis
  - Continue to explore different combinations of data
  - The Effect Size of Zip Codes / Neighborhoods
  - Implementing agency costs into model

Thank You!
Any Questions?

See the full project on **GitHub**.