



# Seattle Housing

data-driven business recommendations  
for the King County real-estate market

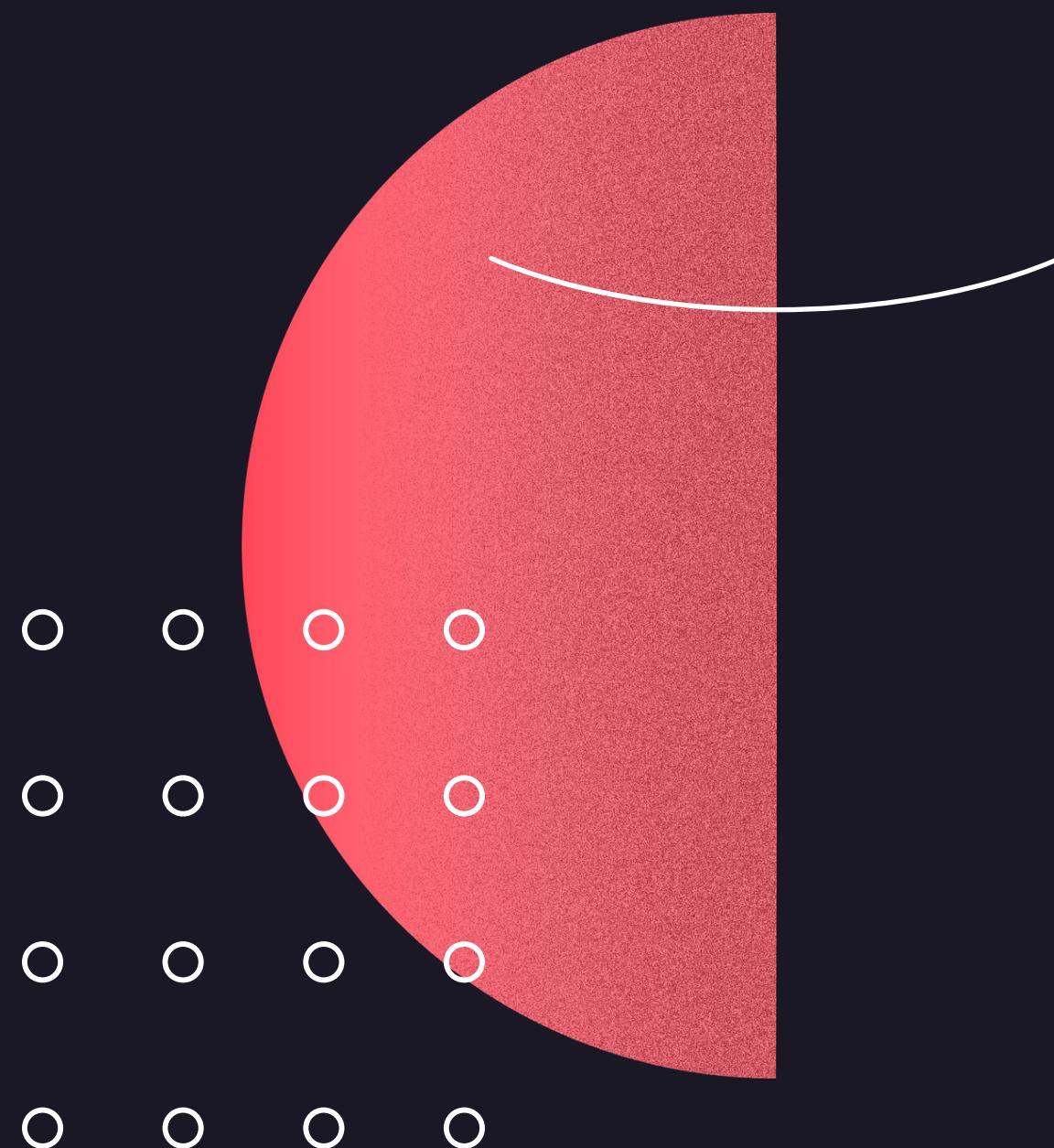
# The opportunity

- Housing market in Seattle is exploding. City is growing as fast as ever.
- Buying a home in the KC is a great long-term investment.

According to Norada Real Estate "Seattle House Prices rose faster in October 2019 than they have for a year. In October, [...] house prices rose 3.3% from a year ago, to \$775,000 — the largest percentage increase in 12 months."



# The business case



Buy, Renovate, Sell

# But what to focus on?

- What features will drive home price up the most?
- What things should you look for when navigating the market?

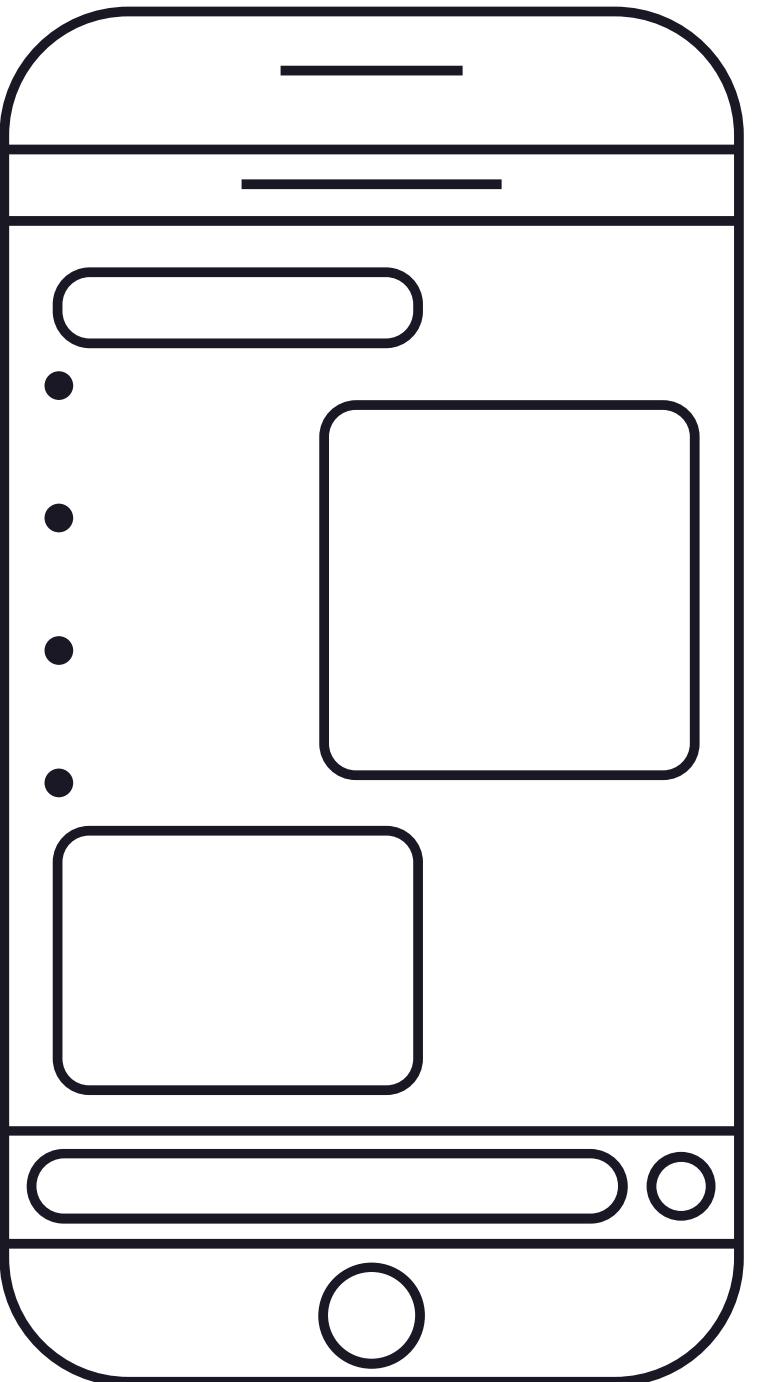


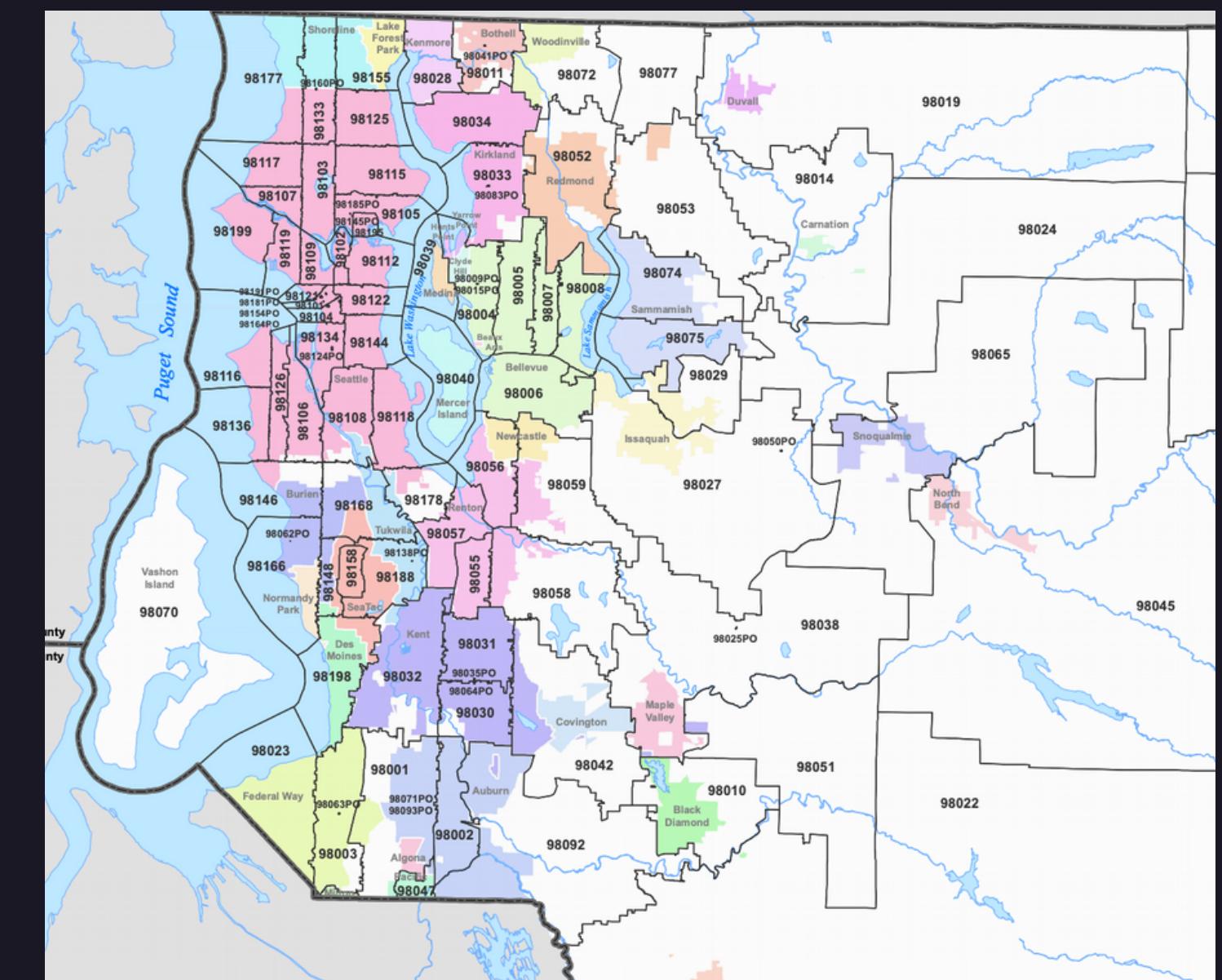
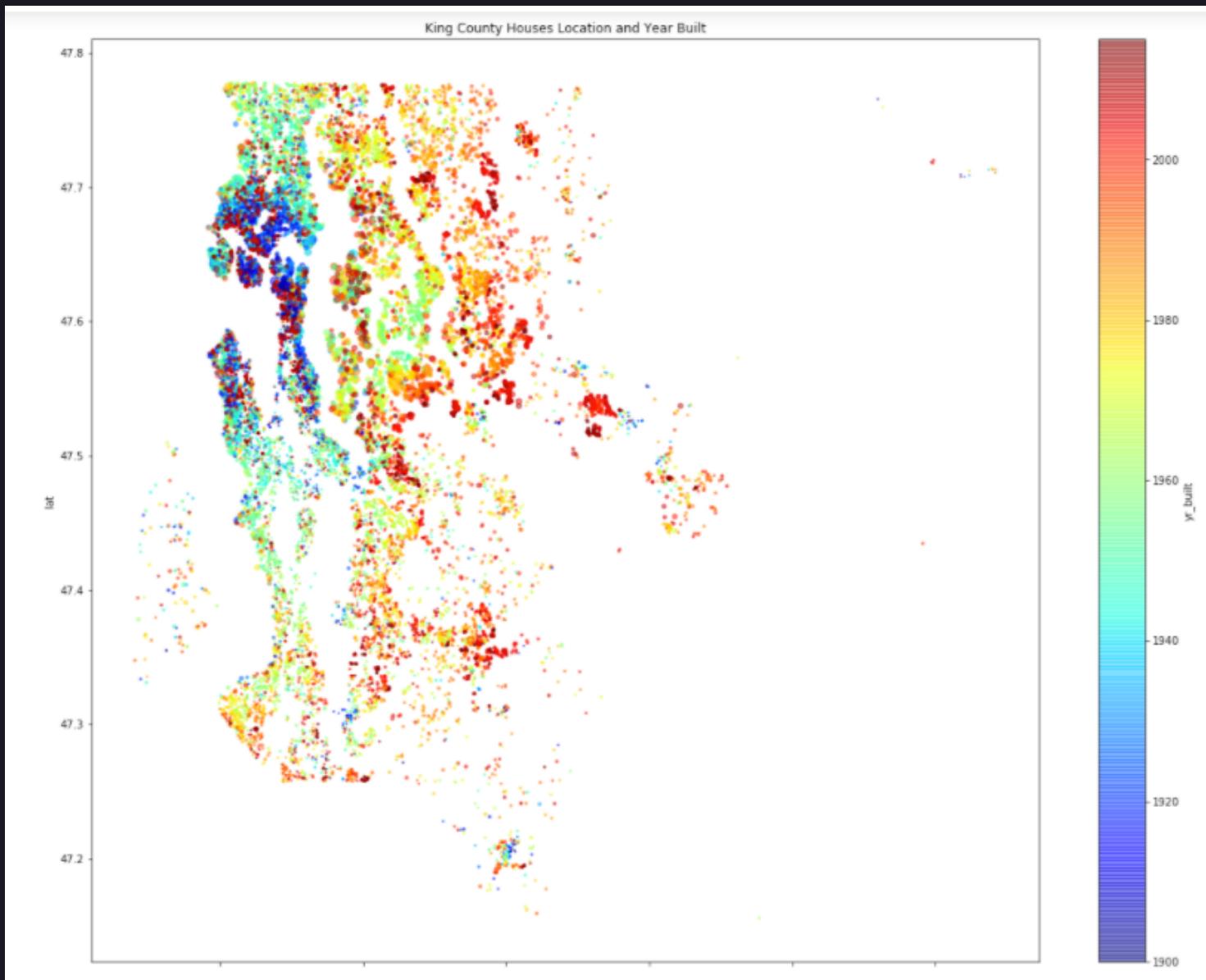
# ENTER DATA

Information on more than 21k homes in the KC area.

Info like year built, number of bathrooms, living area, renovation years.

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# THE MODEL

40

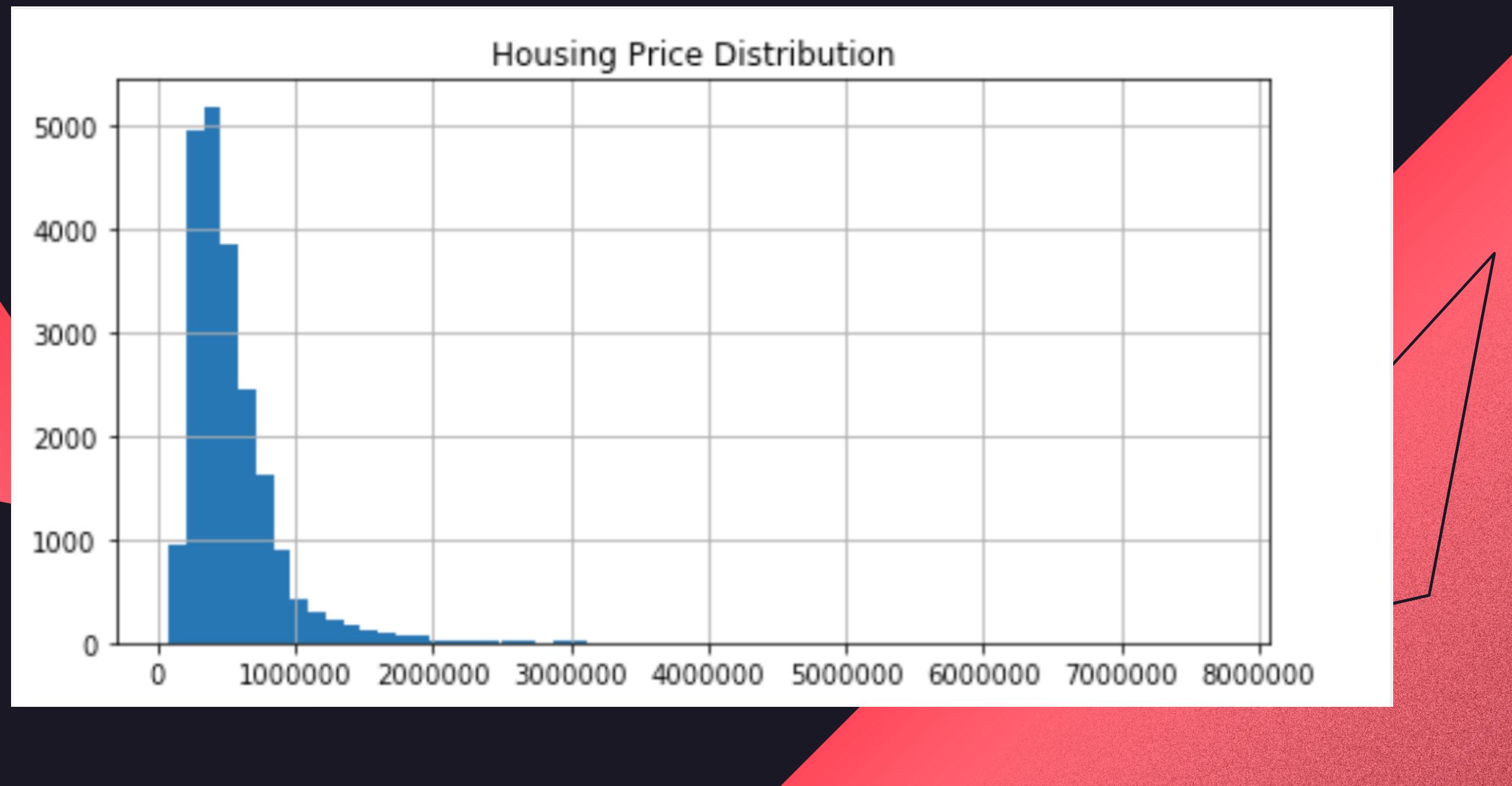
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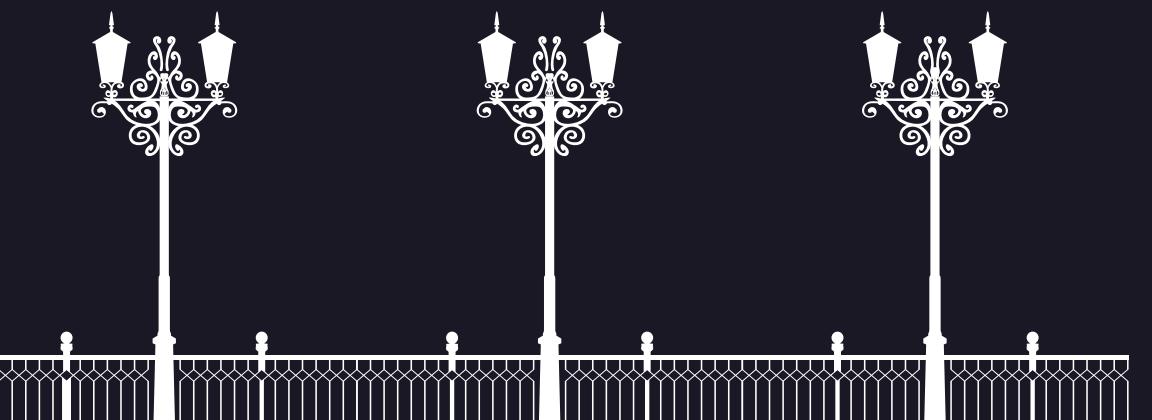
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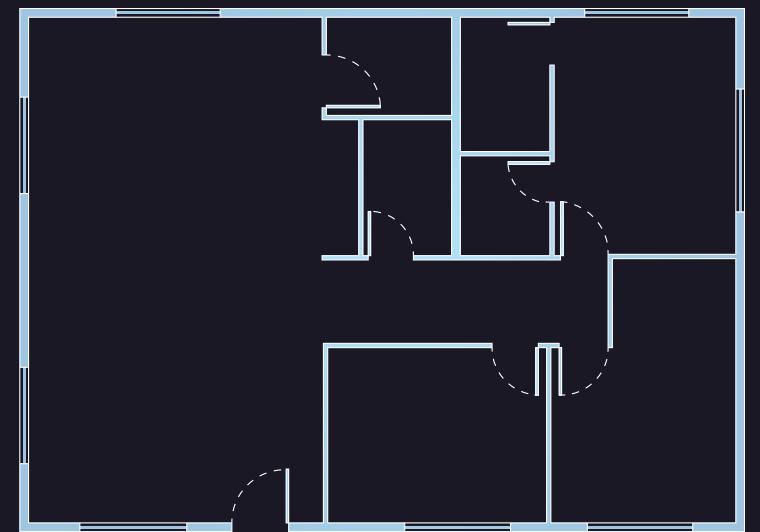
# THE CONCLUSIONS

Buy a home 1 bathroom.  
Add bathroom.

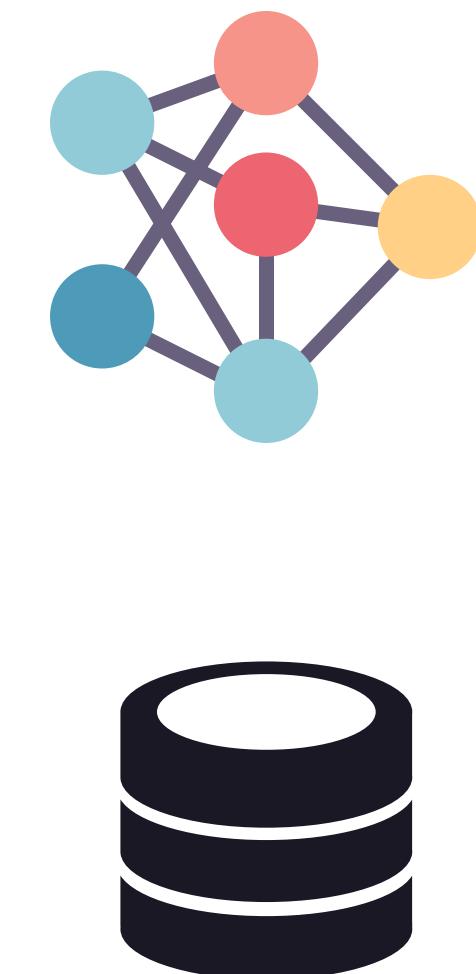


Find Undervalued  
Waterfront home.  
Waterfront defines  
price.

Buy "half storey"  
renovate to full floor if  
possible.

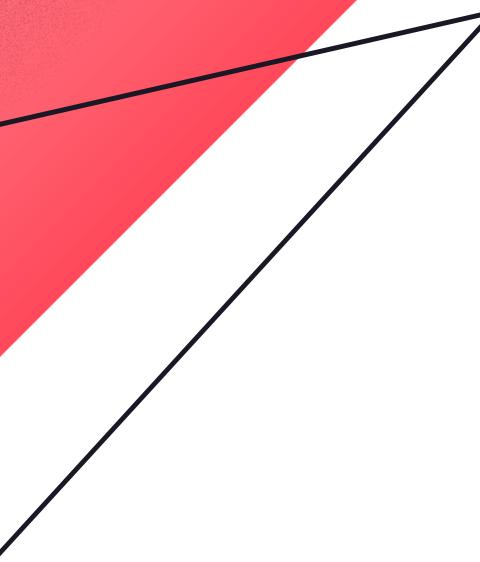


# ADDITIONAL STEPS



More powerful Models

More Data



# Thank you.

Claudio Perez

