



KING COUNTY HOUSING

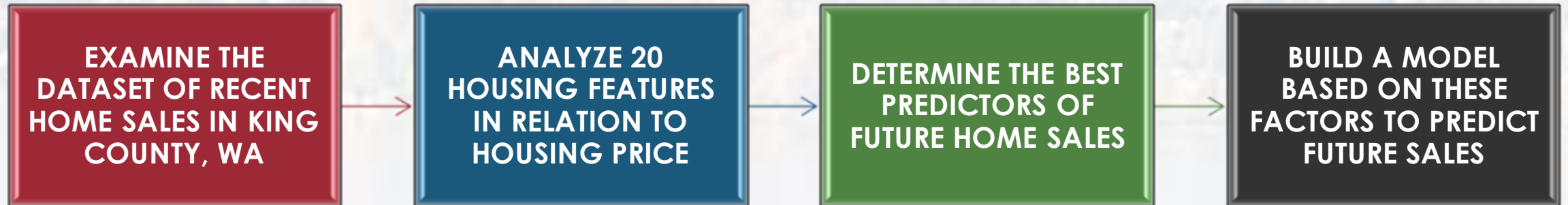
FACTORS TO CONSIDER TO MAXIMIZE YOUR HOME VALUE

OBJECTIVE & GAME PLAN

OUR PURPOSE AND OBJECTIVE

- MAXIMIZE REAL ESTATE INVESTMENT DECISIONS
- USE DATA FROM RECENT HOME SALES TO BUILD A MODEL THAT PREDICTS FUTURE HOUSING PRICES

OUR STRATEGY



Every stakeholder in the housing market wants to maximize their investment – our goal is to facilitate optimal decision-making and help everyone make more money!

EXAMINE THE DATASET

ORGANIZE INFORMATION ON 21,000+ HOMES IN KING COUNTY, WA

SALE PRICES FROM MAY 2014 – MAY 2015

20 FEATURES OF EACH HOME

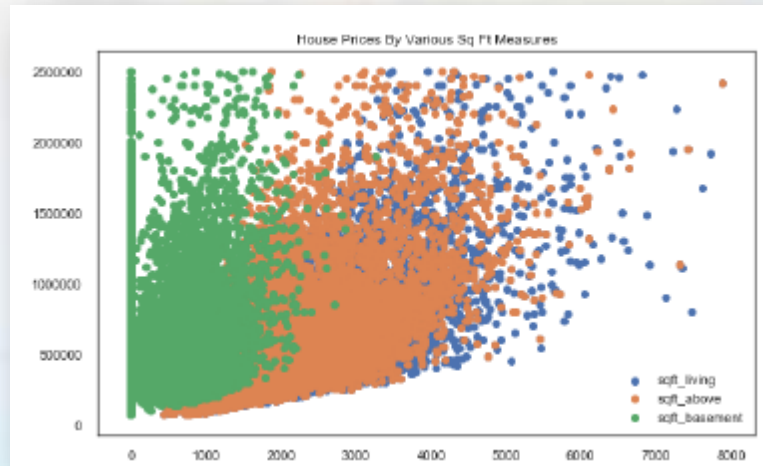


“CLEAN UP” THE DATA TO ADDRESS CHALLENGES

MISSING & NON-NUMERICAL VALUES

OVERLAPPING FEATURES

RARE AND EXTREME VALUES

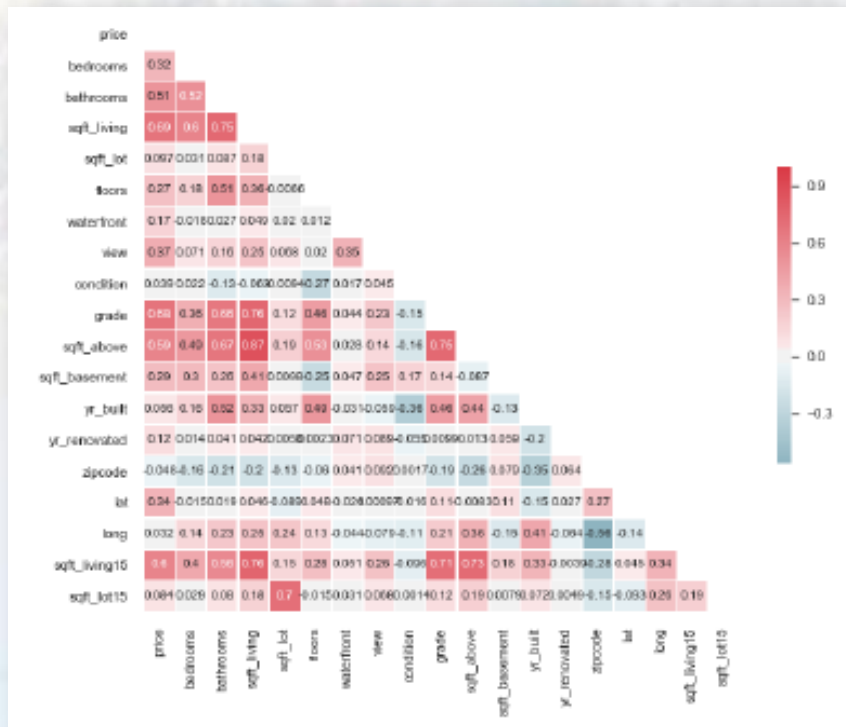


$$\text{SQ. FT. BASEMENT} + \text{SQ. FT. ABOVE} = \text{SQ. FT. LIVING}$$

ANALYZE FEATURES IN RELATION TO HOME SALES & EACH OTHER

HEATMAP

TOOL USED TO DETERMINE RELATIONSHIPS BETWEEN DIFFERENT FEATURES



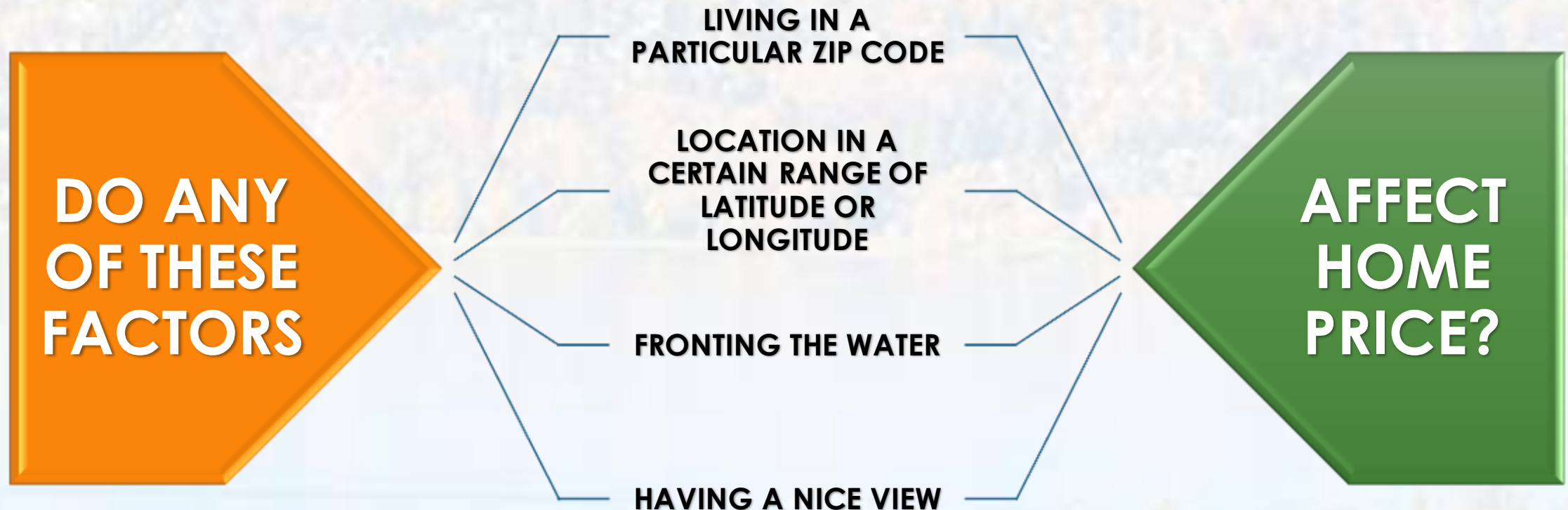
“SQFT_LIVING” FEATURE HAS THE STRONGEST RELATIONSHIP WITH PRICE

IT IS TOO CLOSELY RELATED TO OTHER IMPORTANT FEATURES SUCH AS BEDROOM & BATHROOMS

WE LOOKED INTO OTHER WAYS TO INCLUDE THOSE IMPORTANT FEATURES IN DIFFERENT FORMS

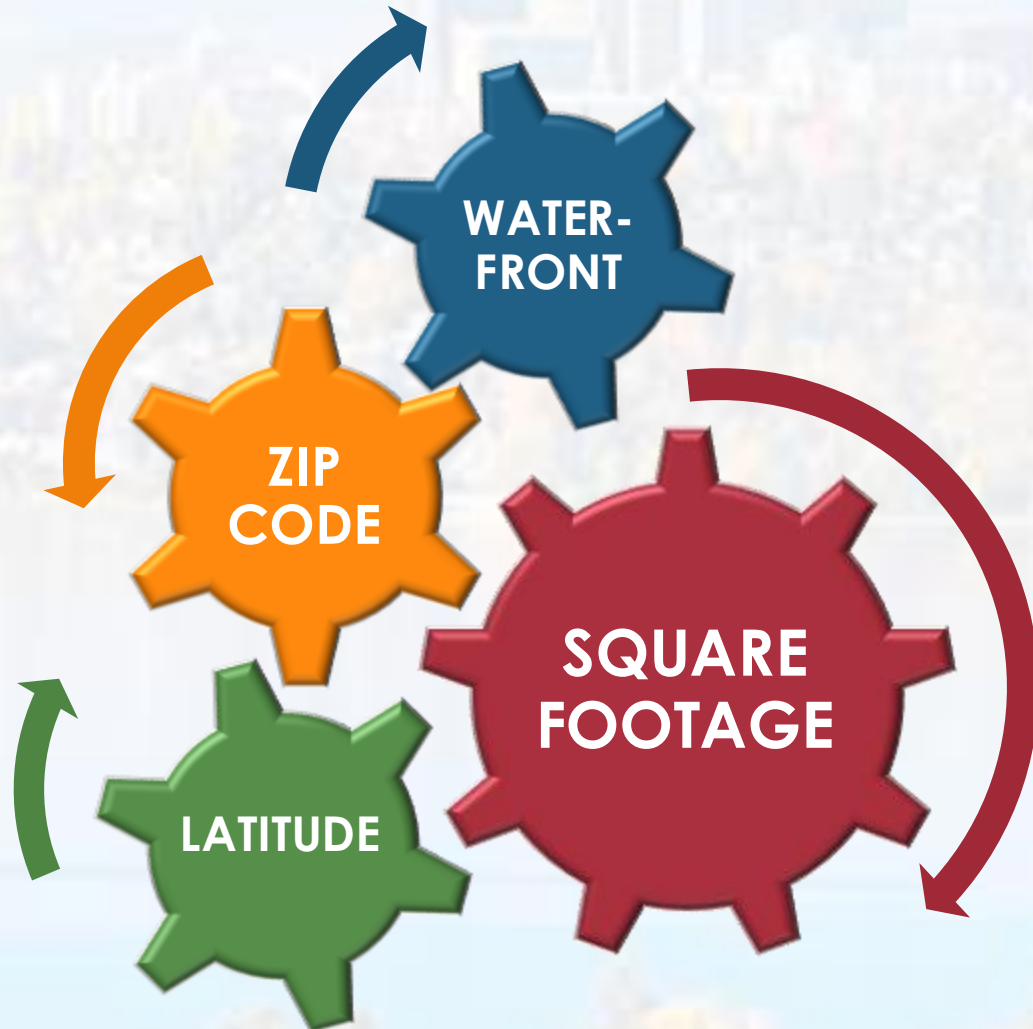
DETERMINE ADDITIONAL PREDICTORS OF HOME SALES

WE PROBED THE DATA FOR UNEXPECTED CONNECTIONS



OUR MODEL & FINDINGS

HOME PRICE IS DRIVEN BY:



RECOMMENDATIONS:

MAXIMIZE SQUARE FOOTAGE

- SINGLE MOST IMPORTANT FACTOR IN HOUSING PRICES

PRIORITIZE YOUR ZIP CODE

- 98004, 98039, 98040, 98112, 98168 ARE OPTIMAL

FOCUS ON LOCATION

- LIVING SLIGHTLY NORTH OF THE CITY CENTER OR IN THE FAR SOUTH OF THE COUNTY ADDS TO YOUR HOME VALUE

CONSIDER INVESTING ON THE WATERFRONT

- IT SIGNIFICANTLY ADDS TO YOUR HOME VALUE

DON'T GET STUCK ON A "GREAT" VIEW

- IT IS OVERRATED IN RELATION TO PRICE