RENAISSANCE REALTY

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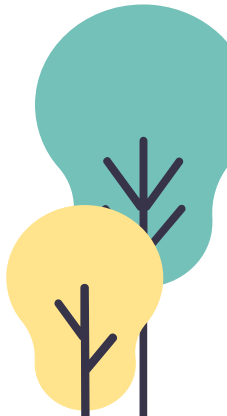
INTRODUCTION

Renaissance Realty is a well-known Real Estate Company which helps homeowners to buy or sell homes. Our team is tasked with analyzing housing data in King County, aiming to predict house sale prices. Notably, square footage of living space, building grade are all influential variables. By leveraging these insights, our objective is to assist the company in making strategic decisions, emphasizing features such as spacious living areas, high-grade construction, and desirable amenities to maximize returns in the competitive King County housing market.

RENAISSANCE

REAL ESTATE

BUSINESS PROBLEM

The current business problem is to come up with data driven solutions that can give potential homeowners insight on the best possible investments when it comes to buying or selling houses. Renaissance Realty are keen on identifying the factors that significantly influence higher home sale prices. In our analysis, we will assess, square footage of living space, and elements, including proximity to the waterfront, the grade and condition of the houses. The goal is to pinpoint the key qualities that correlate strongly with elevated home sale prices, enabling strategic decision-making in our projects.
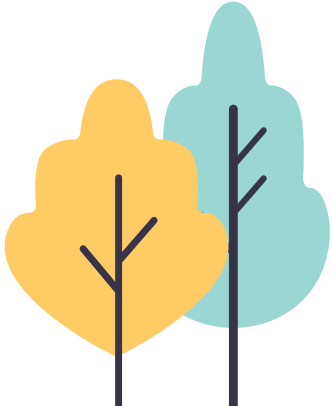
Implement predictive modeling to forecast the future growth in a home's projected worth, considering factors such as square footage, building grade, waterfront proximity, and overall condition.

Provide an advanced and data-driven approach to guide homeowners in making informed decisions.

Offer homeowners individualized and insightful guidance to make well-thought-out remodeling choices that increases the property value

Source Data
Loading data and libraries

Understand Business Needs
Data Understanding and Interpretation

Data Preparation
Cleaning data
Dropping columns,
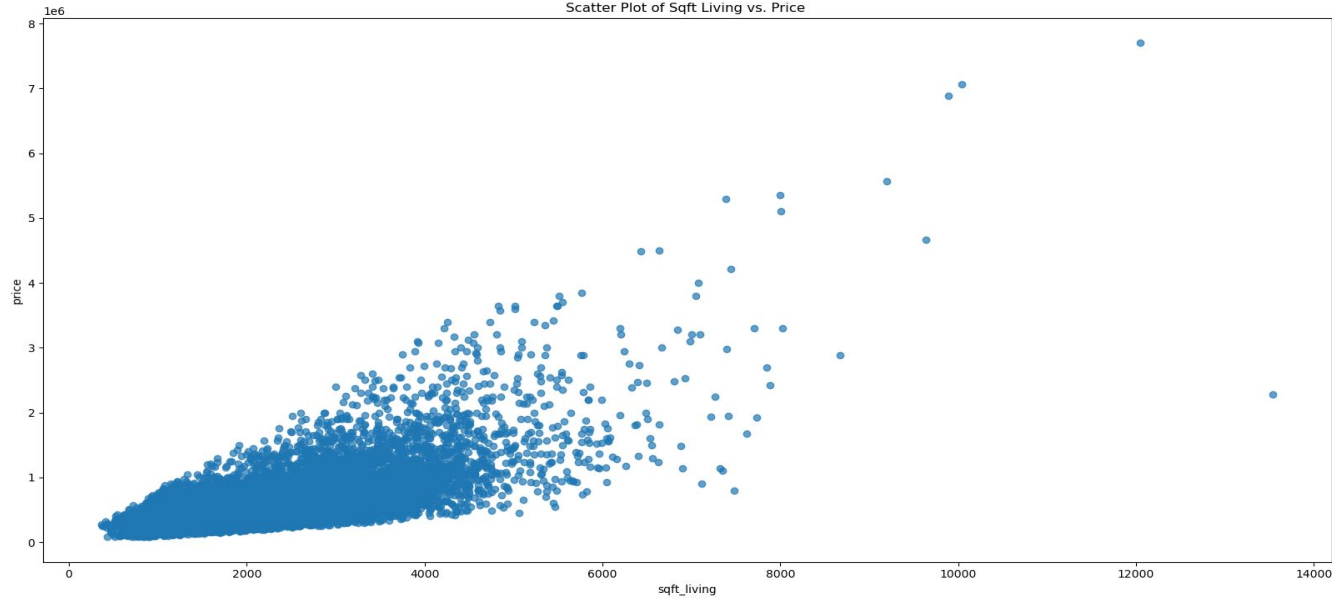Replacing null values,
Statistics and Visualising

Modelling
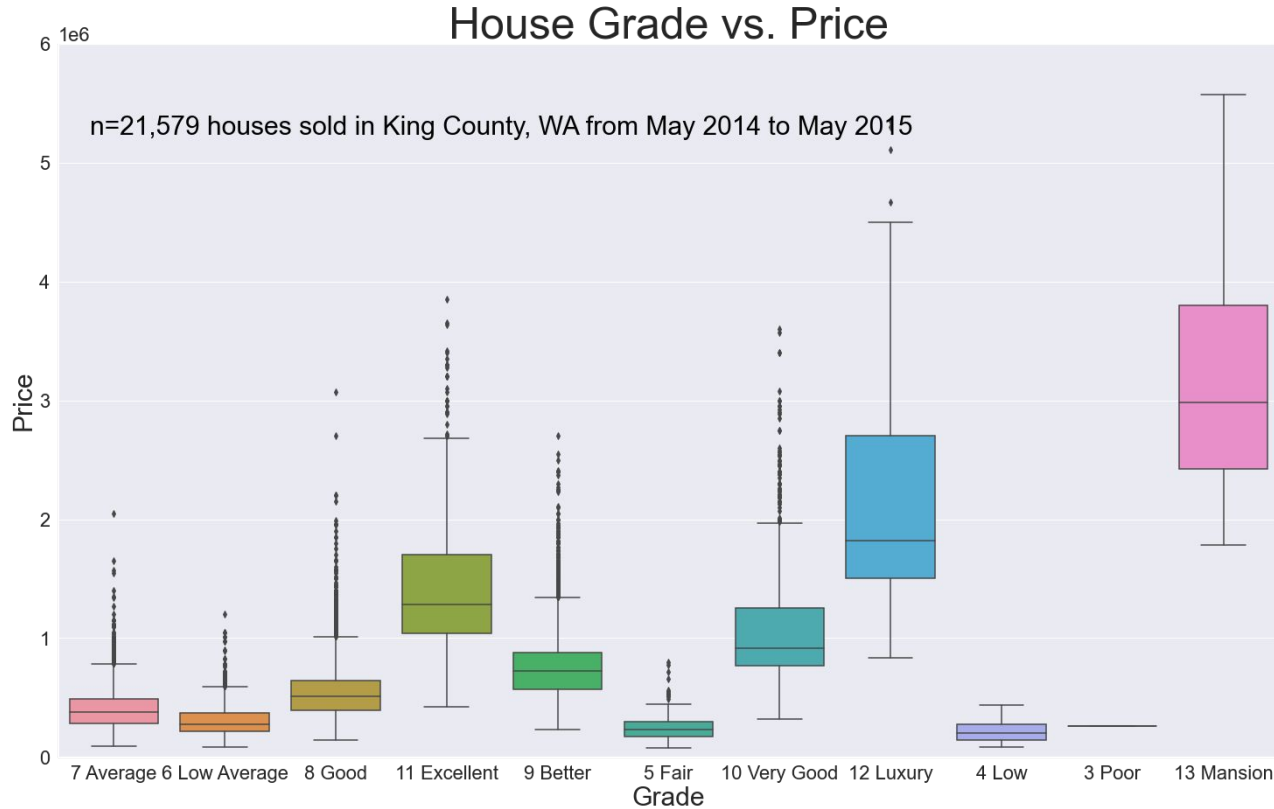Baseline Model
Iterative Models

Evaluation & Recommendations
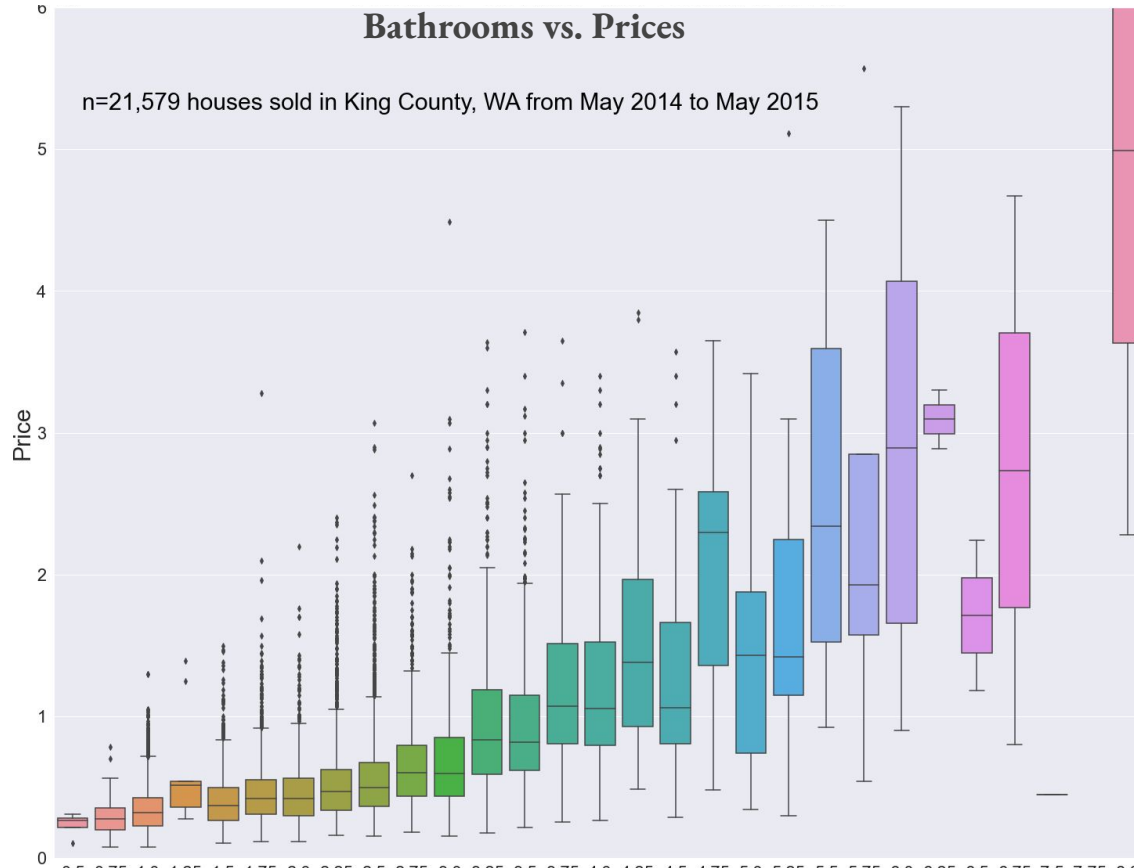Results analysis and conclusions

Scatter Plot of Sqft Living vs. Price

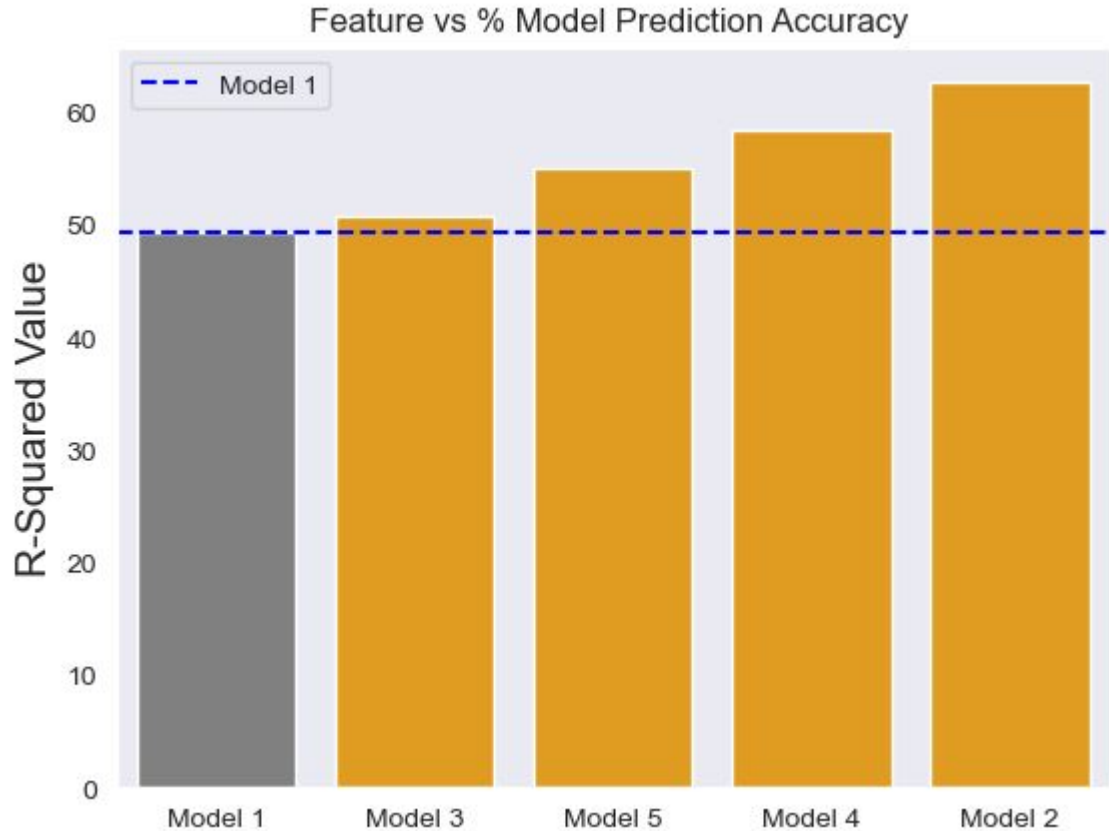Increase in the square footage corresponds to high home sale value prices

House Grade vs. Price

n=21,579 houses sold in King County, WA from May 2014 to May 2015

Higher building grades homes attracts high home sale prices

Bathrooms vs. Prices

n=21,579 houses sold in King County, WA from May 2014 to May 2015

Houses with high bathrooms number align with high home prices

Feature vs % Model Prediction Accuracy

Model 2: High R squared value for features waterfront,grade, condition and waterfront

RECOMMENDATIONS

01

Increasing the square-footage of living space

02
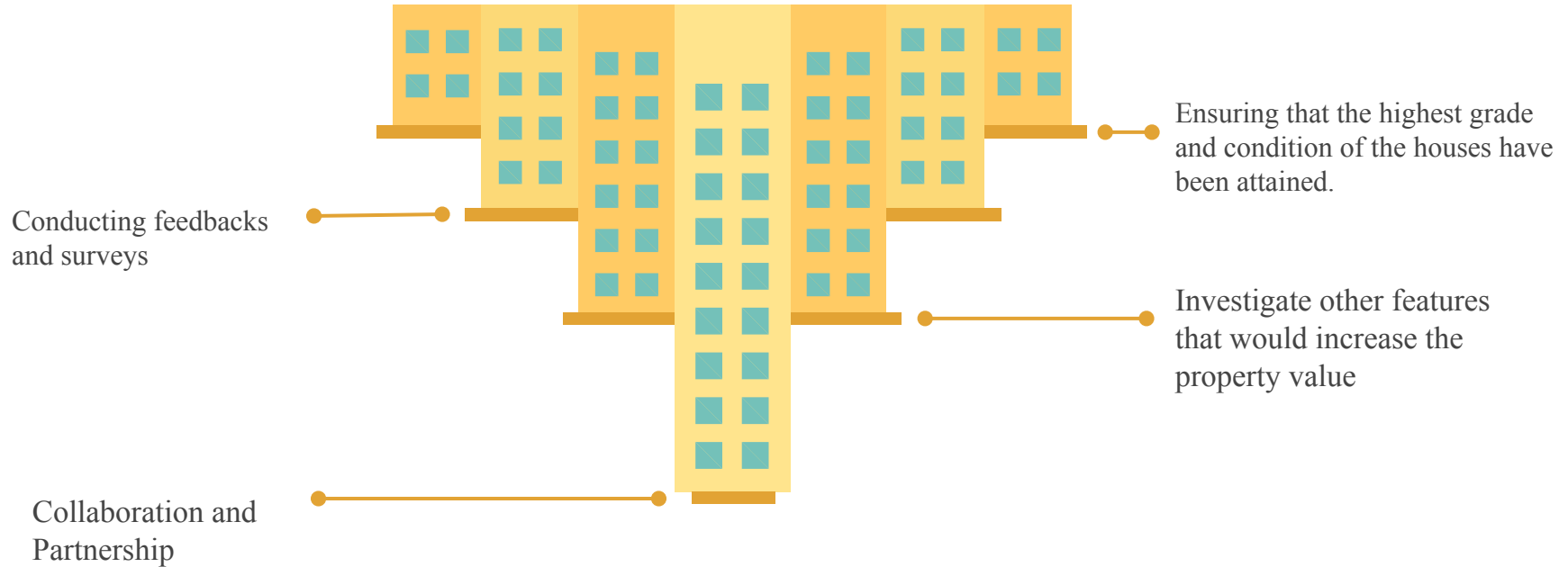
Attain the highest possible building grade

03

Build and develop homes in close proximity to the waterfront

04

Attain the highest possible condition

Ensuring that the highest grade and condition of the houses have been attained.

Conducting feedbacks and surveys

Investigate other features that would increase the property value

Collaboration and Partnership

THANK YOU