

King County Housing Market Analysis

Data-driven recommendations for a buyer

Client: Jennifer Montgomery





Business Problem

Question:

- What drives house prices in King County?
- How can data support a short-term investment decision?



Data Overview

- King County housing sales data
- ~21,000 houses
- Property characteristics + prices



Methodology

- Data cleaning & validation
- Exploratory data analysis
- Hypothesis-driven analysis
- Client-specific filtering



Client Assumptions

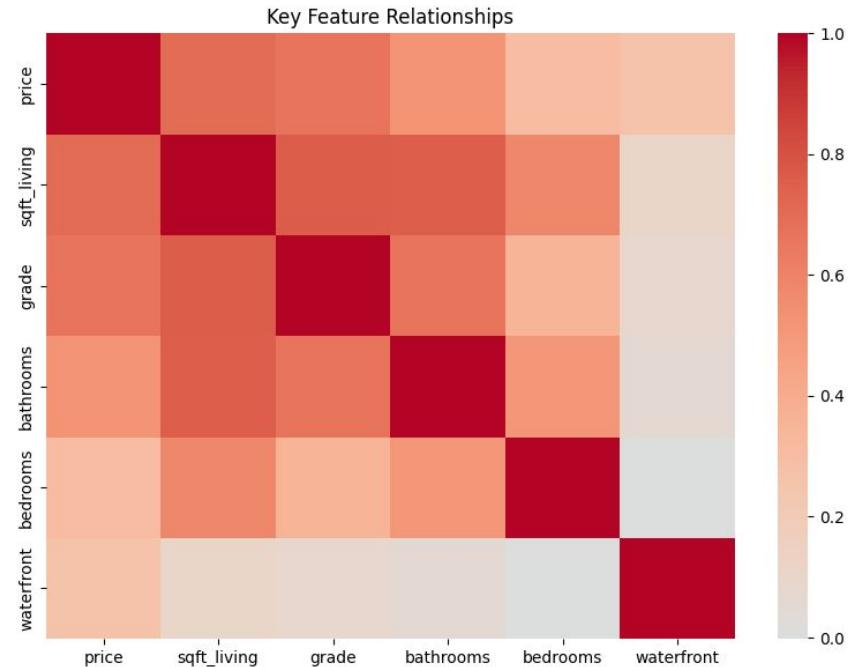
Jennifer Montgomery

- High-end neighborhoods are defined as the top 10% of house prices
- Waterfront properties are identified by waterfront access
- High construction quality is represented by higher grade values
- The client aims for resale within one year
- Focus on premium, liquid market segments



Which features move together?

- House price moves strongly with size and quality
- Living area and grade show the strongest relationships
- Not all features influence price equally





Key Insight

House size and quality drive price

Findings:

- Larger living area → higher prices
- Higher construction grade → higher prices



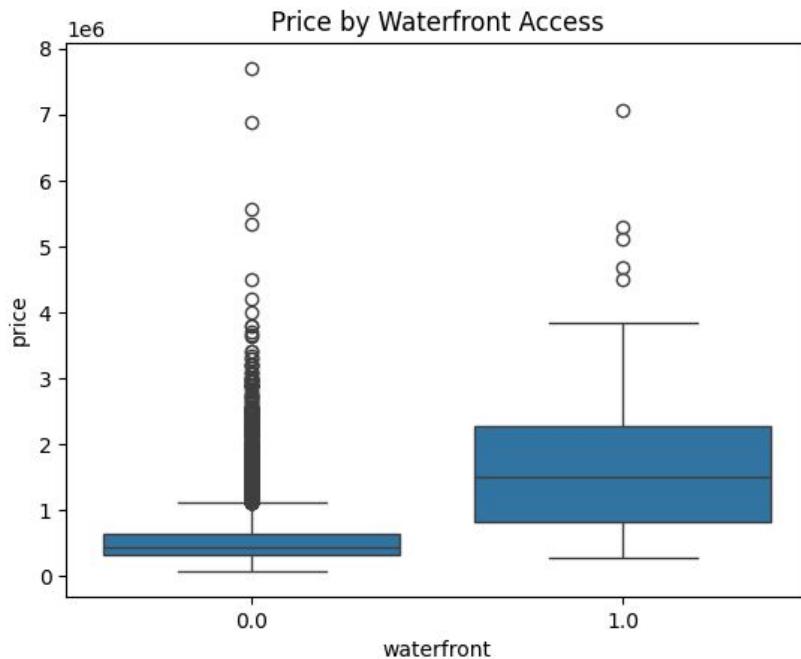


Key Insight #2

Waterfront significantly increases value

Findings:

- Waterfront houses are rare
- But much more expensive
- Strong premium segment



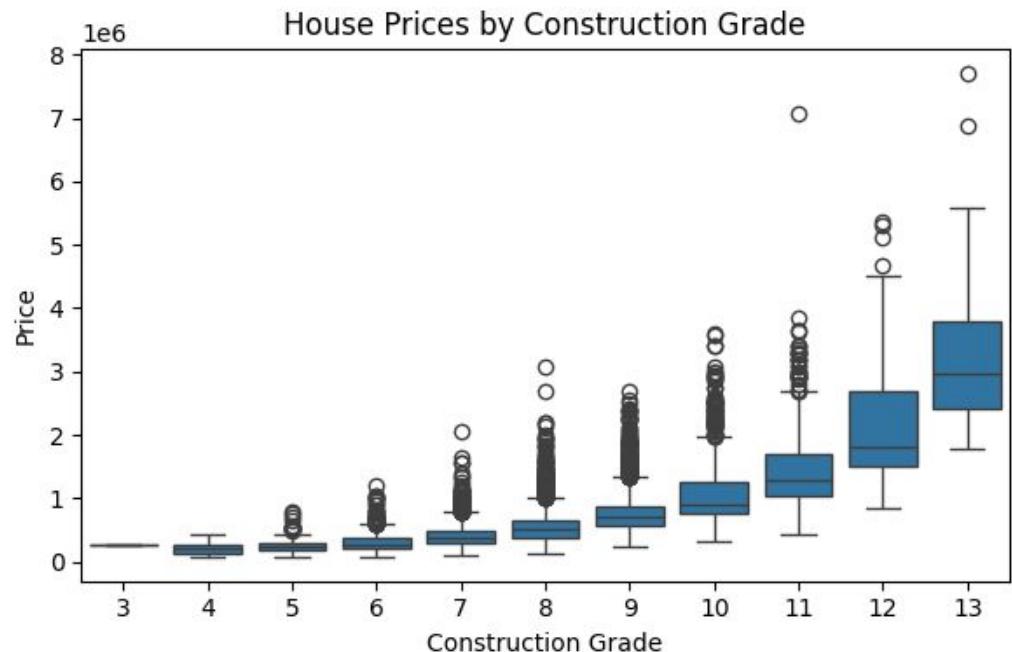


Key Insight #3

Construction quality strongly impacts price

Findings:

- Higher construction grades achieve higher prices
- Clear price differences across quality levels
- Important for short-term resale potential





Client Recommendation

Recommendation for Jennifer Montgomery

We recommend:

- Waterfront properties
- High construction grade (10+)
- Recently renovated
- Top 10% neighborhoods
- Avoid long renovation projects

Why?

- Strong price drivers
- Fits short resale timeline
- Lower operational risk



Risks & Limitations

Considerations:

- Based on historical data
- Market timing not guaranteed
- Short resale window increases risk

Mitigation:

- Focus on premium, liquid segments



Conclusion

Summary:

- Clear price drivers identified
- Data supports premium strategy
- Waterfront + quality + renovation = best fit