

OUR WH3 METHODOLOGY

PREDICTIONS TO SUCCEED IN THE HOME SALES BUSINESS.

BY DIEGO VALLEJOS

OUR PURPOSE

ADVISE YOU ON DECISION MAKING IN THE BUYING
AND SELLING HOUSES BUSINESS THROUGH OUR
PREDICTIVE METHOD.



WH3 METHOD TELLS YOU:

WHEN

TO BUY A HOUSE

WHAT

TO DO WITH THE HOUSE

WHEN

TO SELL THE HOUSE



THIS MODEL WORKS WITH HOUSES WITH A MAXIMUM
PRICE OF \$ 1,500,000



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IT MATTERS HOW



WE HAVE PROCESSED OVER 21K OF DATA ABOUT THE
BUSINESS OF SELLING HOUSES

BIG DATA

THIS IS AN EXAMPLE OF HOW WE
RECEIVE THE DATA, THIS IMAGE SHOWS
US NULL DATA IN THE SET.

WE USED DIFFERENT TECHNIQUES TO
CLEAN IT.

```
In [6]: df.isna().sum()
```

```
Out[6]: date            0  
price                 0  
bedrooms             0  
bathrooms            0  
sqft_living          0  
sqft_lot             0  
floors               0  
waterfront          2376  
view                 63  
condition            0  
grade               0  
sqft_above           0  
sqft_basement        0  
yr_built             0  
yr_renovated         3842  
zipcode             0  
lat                 0  
long                0  
sqft_living15        0  
sqft_lot15           0  
dtype: int64
```

WE CLEANED THE DATASET IN ORDER TO OPTIMIZE RESULTS



LET'S EXPLORE
A LITTLE BIT



WHEN TO BUY?

AS WE CAN SEE, THE BEST MOMENT FOR BUYING HOUSES IS BETWEEN NOVEMBER AND JANUARY. THIS IS BECAUSE OF THE LOWER DEMAND.

WE CAN TAKE ADVANTAGE ON THIS TO NEGOTIATE THE PRICE LOOKING FOR MORE PROFITS.

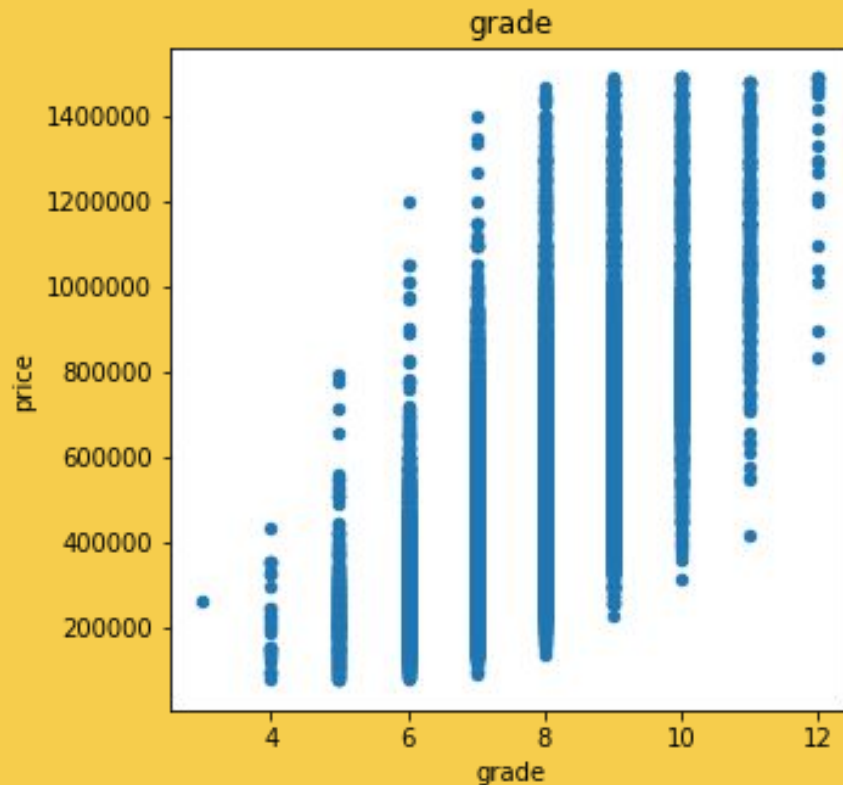


LET'S APPLY OUR MODEL

FIRST FACTOR: GRADE

THE PRICE INCREASES BY

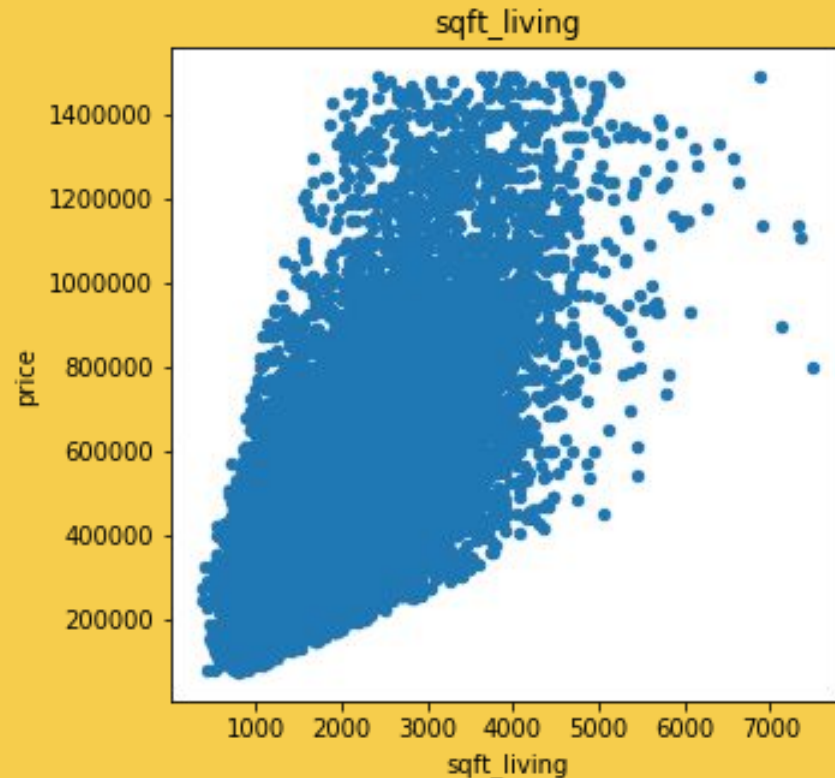
125123\$ IF YOU UPGRADE THE
HOUSE.



LET'S APPLY OUR MODEL

SECOND FACTOR: FOOTAGE OF
THE HOME.

THE PRICE INCREASES BY 109\$
PER EACH SQUARE FEET



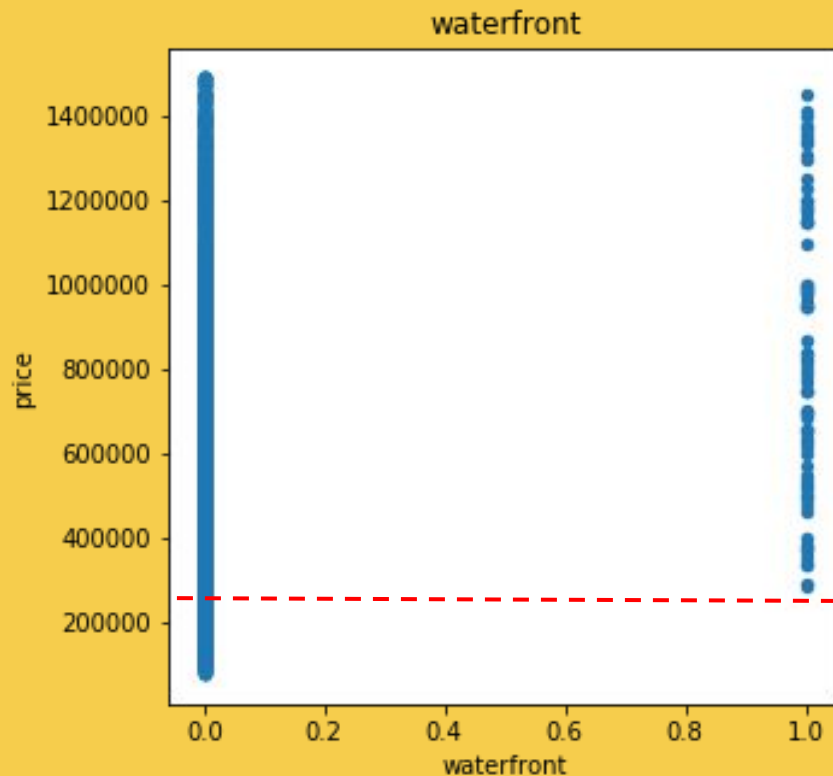
LET'S APPLY OUR MODEL

THIRD FACTOR: WATERFRONT

THE PRICE INCREASES BY

297419\$ IF THE HOUSE HAS A

WATERFRONT VIEW



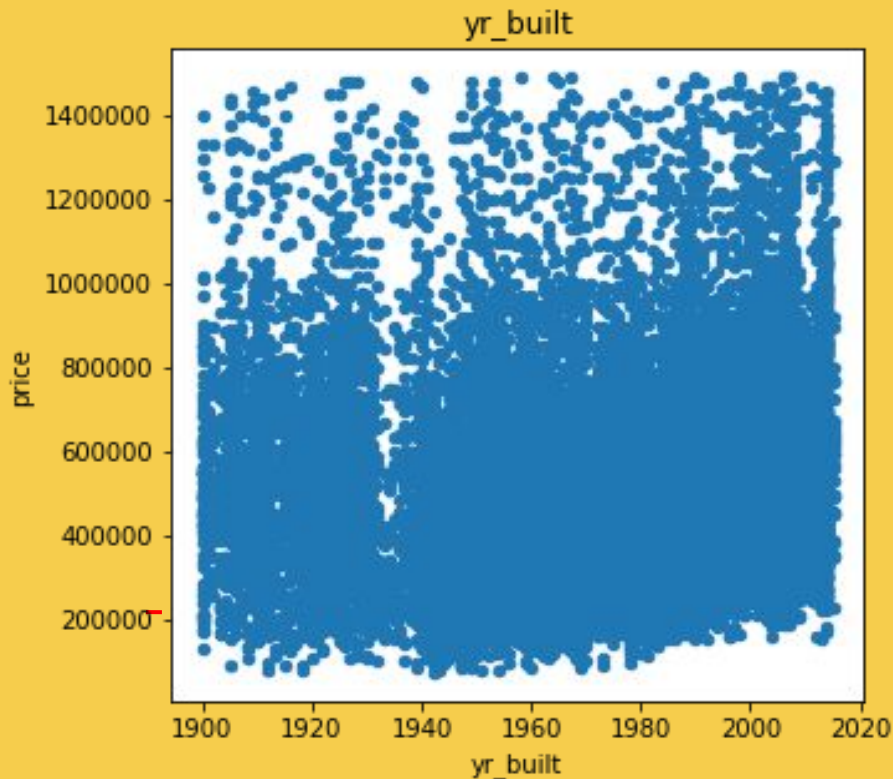
LET'S APPLY OUR MODEL

FOURTH FACTOR: BUILT YEAR

THE PRICE DECREASES BY

2751\$ FOR EACH YEAR THAT

PASSES



WHEN TO SELL?

THE BEST MOMENT FOR SELLING HOUSES IS BETWEEN APRIL AND JUNE. THIS IS BECAUSE OF THE HIGHER DEMAND. AGAIN, TAKE ADVANTAGE ON THIS.



CAN WE TRUST IN THIS MODEL?

ADJ R SQUARED = 0.593

THAT NUMBER
MEANS YES!



WHAT TO DO?





BUY BETWEEN NOVEMBER AND JANUARY. TAKE ADVANTAGE OF LOW DEMAND TO NEGOTIATE BETTER.

BUY HOUSES WITH LARGE LOT FOOTAGE, THEN YOU CAN BUILD MORE LIVING AREAS SO INCREASE THE PRICE.

UPGRADE THE HOUSE, INVEST IN DECORATION, IMPROVE SOME AREAS WITH BETTER MATERIALS AND MODERN DESIGNS.

IF POSSIBLE, BUY HOUSES WHERE YOU CAN ADD A WATERFRONT VIEW.

DON'T BUY NEW HOUSES, IMPROVE THEM.

THANK YOU
FOR YOUR TIME

