

# ShouldWeInvest.com

Stephen Wagner (swagner34), Kayla Looney (klooney3), Jacob Pierson (jpierson7), Sam Bryan (sbryan35), David Jesse Moody (dmoody6)

## Summary

Shouldweinvest.com solves the problem of identifying geographic markets where real estate investors should focus their investment activity. The process of identifying investment opportunities is streamlined - increasing the ability to identify high ROI investments and decrease time spent researching opportunities. Interactive configuration and results interfaces are used to present market recommendations based on custom investment personas. Recommendations are provided by aggregating and analyzing data predictive of investment property returns.

## Data



238 columns x 248,013 rows



~200 columns x ~20,000 rows



16 columns x ~74,000 rows

## Algorithm

- Two predefined investor personas, tailored to the goals and objectives specific to each, are provided for users. The algorithm factors are:
- Ideals Common to Both Personas:
- Healthy market with declining home vacancy and good schools
- Flipper Ideals:
- Properties that are older and sell quickly
- Landlord Ideals:
- A buyer's market with a high income to rent ratio

