

## Capstone: Project Proposal

New York City has been notoriously one of the most expensive living areas in United States, and their housing prices just as high. This is not just the case when the market is high it is also true when the market is low. CapitalFortune is a real estate investment company owning various properties in Midwest and they are looking to join the ever-growing NYC market. They have recently bought significant amount of land in NYC and is under construction for brand new houses which are set to finish in 2024. CapitalFortune wants to properly price their new investments and seeks to find which type of housing yields the highest net-profit. NYC has hardly seen price drops in their housing market. Even during economic hardships, for instance during Covid-Pandemic NYC median sale price of houses are still at a near all-time high at \$685,000 as of Q4 2020.

I will look to provide an in-depth analysis of NYC housing prices and look to predict prices using a large raw dataset with over 70,000 observations provided by Zillow. I will be building a predictive model using linear regression to best estimate prices given a set of selected features which best impact the price of the house, furthermore, assess CapitalFortune houses to comparable houses in the market with similar features. Our goal is to refine and tune our model until it beats the mean price of comparable houses to CapitalFortune new houses. Once our model can predict better than the average, we will assess and recommend CapitalFortune with a proper price for their houses.