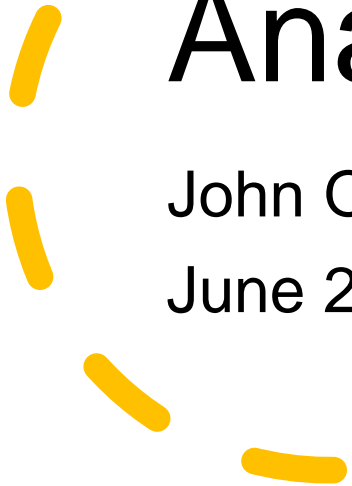




# Kings County Housing Market Analysis

John O'Donnell  
June 2021



# Executive Summary

- **Review:**

- Purpose
  - Target Undervalues Homes for Purchase and Flip
- Data and Visual
  - Sale Price has strong geographical trends that can be estimated

- **Recommendations:**

- Target most undervalues homes first
- Avoid areas of uncertainty

# Purpose

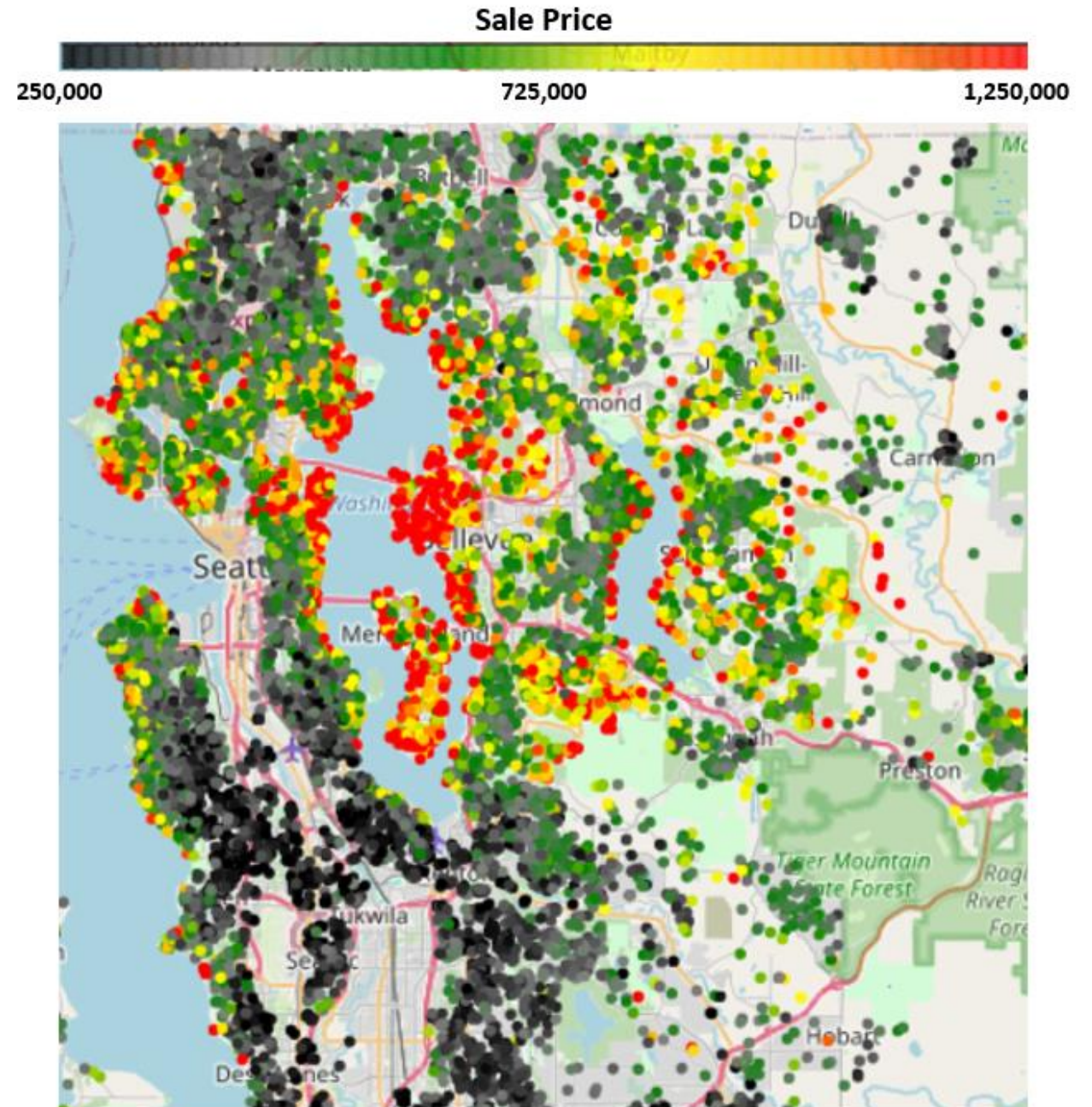
*Aim of the Project*

- Perform an analysis to assess home value
  - Visual inspection and due diligence
  - Create simple model
  - Use model to predict value, compare to actual value
- Once undervalued homes are identified
  - Acquire them and flip

# Data Review

*Variables Considered in the Analysis*

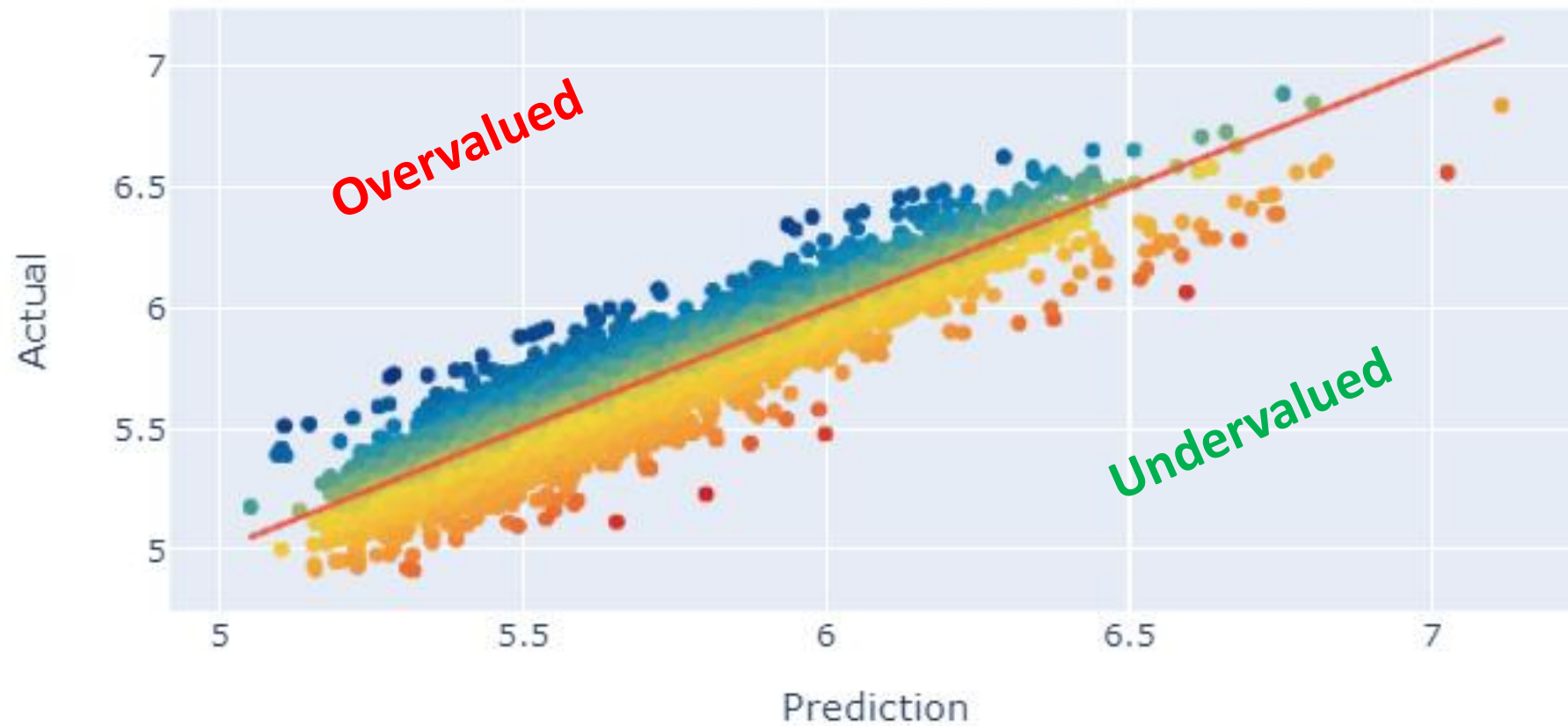
- 22 variables considered
- Important features include:
  - Prices of other houses in area
  - Size of lot
  - Year Built
  - Condition/Grade
  - Bedrooms
  - Location / Waterfront



# Recommendations

*Targeting Undervalued Homes*

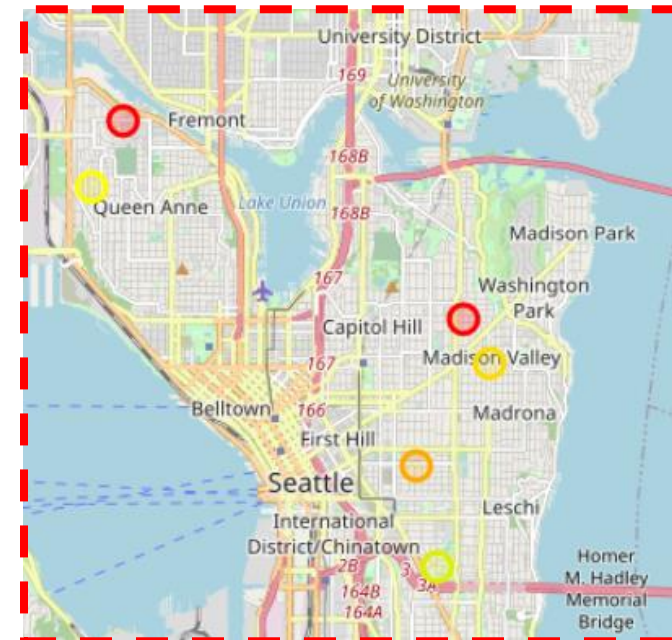
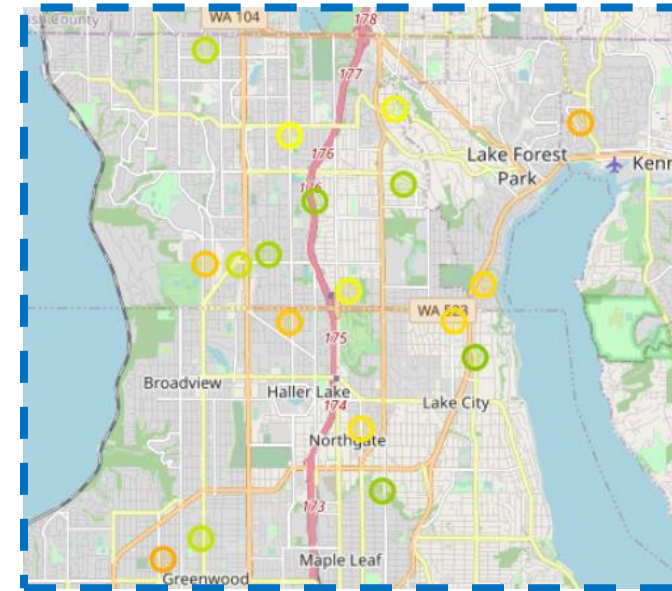
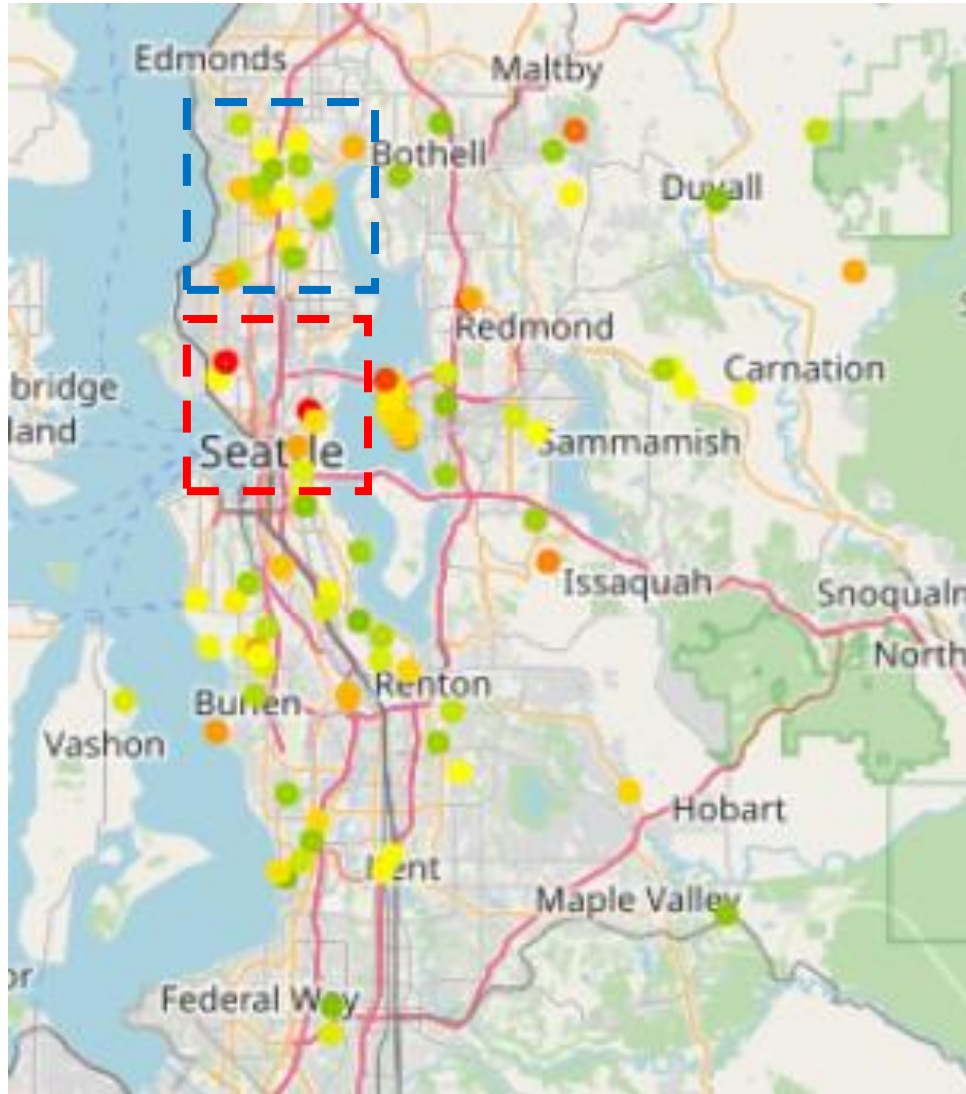
Model Prediction Price vs Actual Price





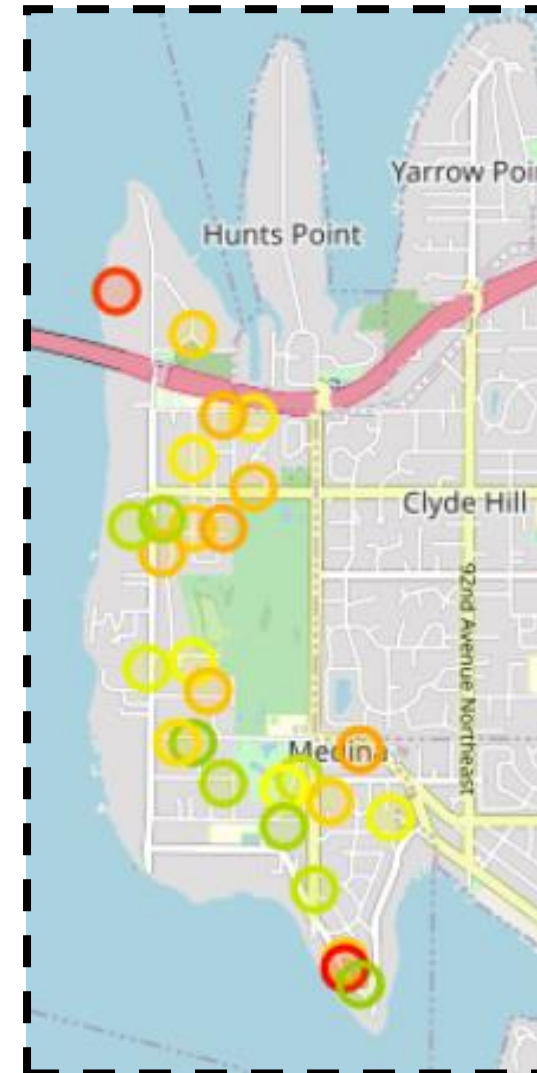
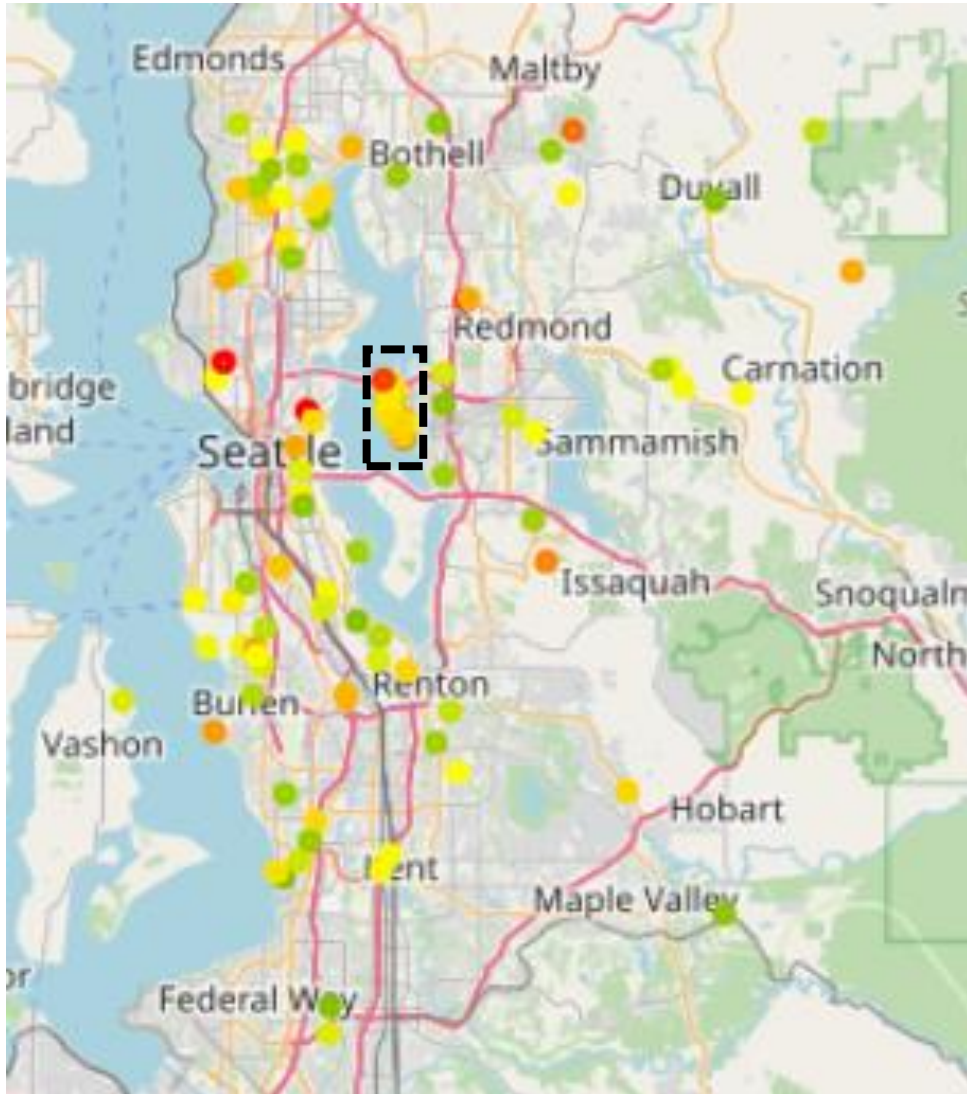
# Recommendations

*Targeting Undervalued Homes*



# Recommendations

*Clustering of Residuals is Telling*  
*Avoid Medina: Gather More Data*



# Future Work

1. Gather more data on neighborhoods, suburbs, general location
2. Utilize other models such as polynomial regression or decision trees to capture non-linear relationships and increase predictive capability



Thank You

Q&A

