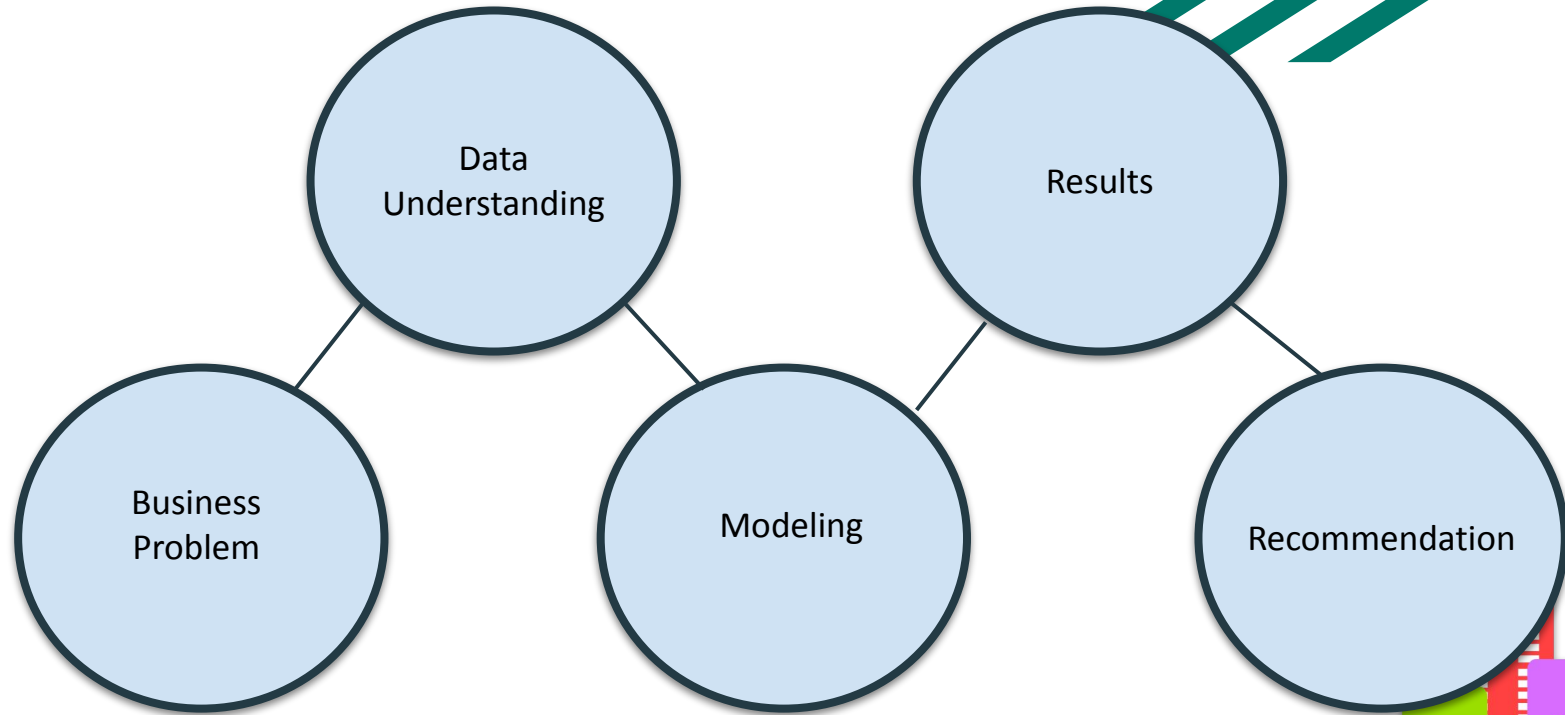


A photograph of a city street scene, likely in Seattle, featuring a mix of architectural styles. On the left is a large, light-colored classical building with many windows. In the background, several tall modern skyscrapers rise against a clear blue sky. On the right is a red brick building with a more traditional facade. The foreground shows a street with cars, a sidewalk, and some trees with autumn foliage. A large white rounded rectangle with a dark blue border is centered over the image, containing the title text.

King County Real Estate Data Analysis

Agenda



Business Problem

A real estate firm wants to help their clients (Homeowners) sell their homes at a great price.

They want to know what drives the value of a home and how they can advise the homeowner to make the necessary upgrades in order to get better value for their homes.



Data Understanding



The data provided was from the King County Sales Dataset.

The data contained 21597 rows and 20 columns.

Each row included different information on different aspects of a home.

The target of the data was price and the goal was to see how each aspect of a home impacted the sale price of the home.



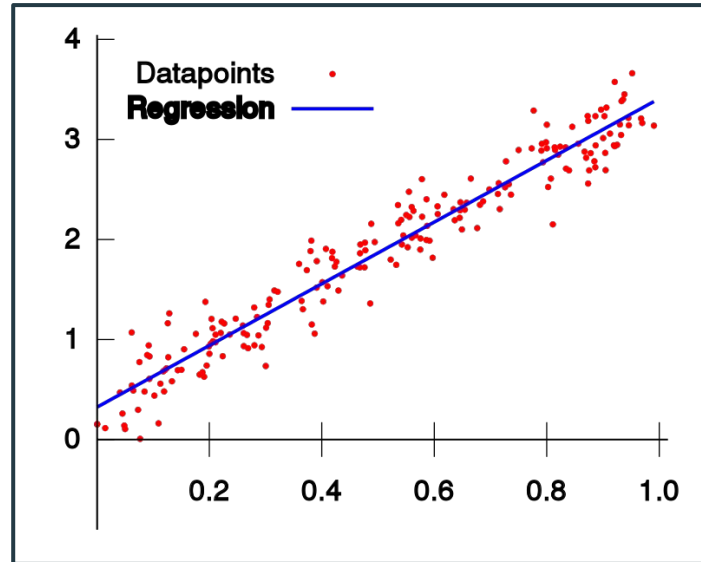
Modeling

Model information

$$R^2 = 0.586$$

P-Values = All less than 5%

Kurtosis = 2.908



Results



Key Results

Per grade: 17.7% increase



Per bedroom: 1.1% decrease



Per bathroom: 1.6% decrease



Recommendations

- **Grade is one of the most important factors that can be controlled by the homeowner for price.**

For the interior of homes:

Plumbing, Flooring, Climate control, Electrical

For the exterior of homes:

Exterior walls and Roofing

Significance:

If we were to focus on adding bedrooms and bathrooms instead of upgrades that focus on grade, it could possibly have a negative effect on pricing with a roughly 0.1% and % 0.2% per bed or bath decrease in the value of the home.



Next Steps

Further analyses could yield additional insights to improve value:

Better grade evaluation

Renovation allocations vs Expected value

Landscaping impact



Thank You

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