

\$540,292



FIND YOUR
DREAM
KING COUNTY
HOUSE



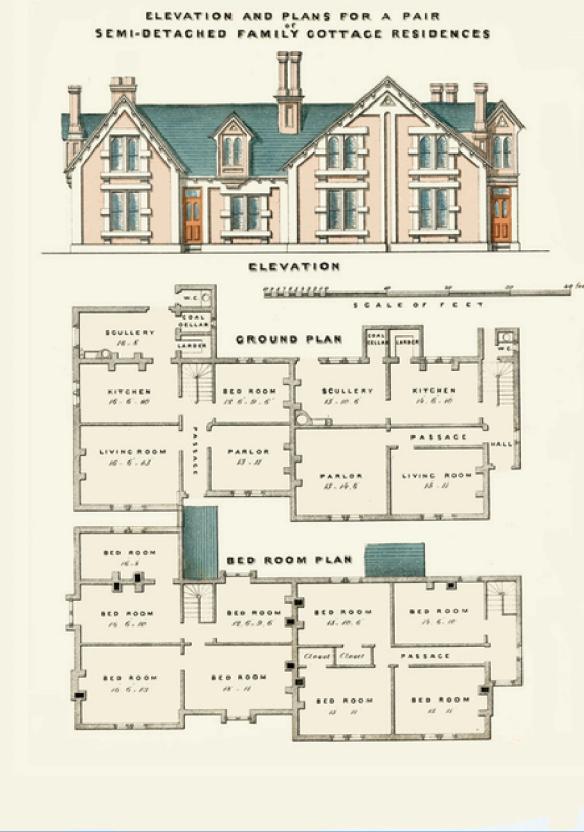
**HONEY AND VINEGAR
REAL ESTATE**

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BLUEPRINT



BUSINESS PROBLEM



THE DATA



MODELING / RESULTS



CONCLUSION



BUSINESS PROBLEM

How can Honey and Vinegar
Real Estate maximize profit

What features of the King
County housing market
matter the most





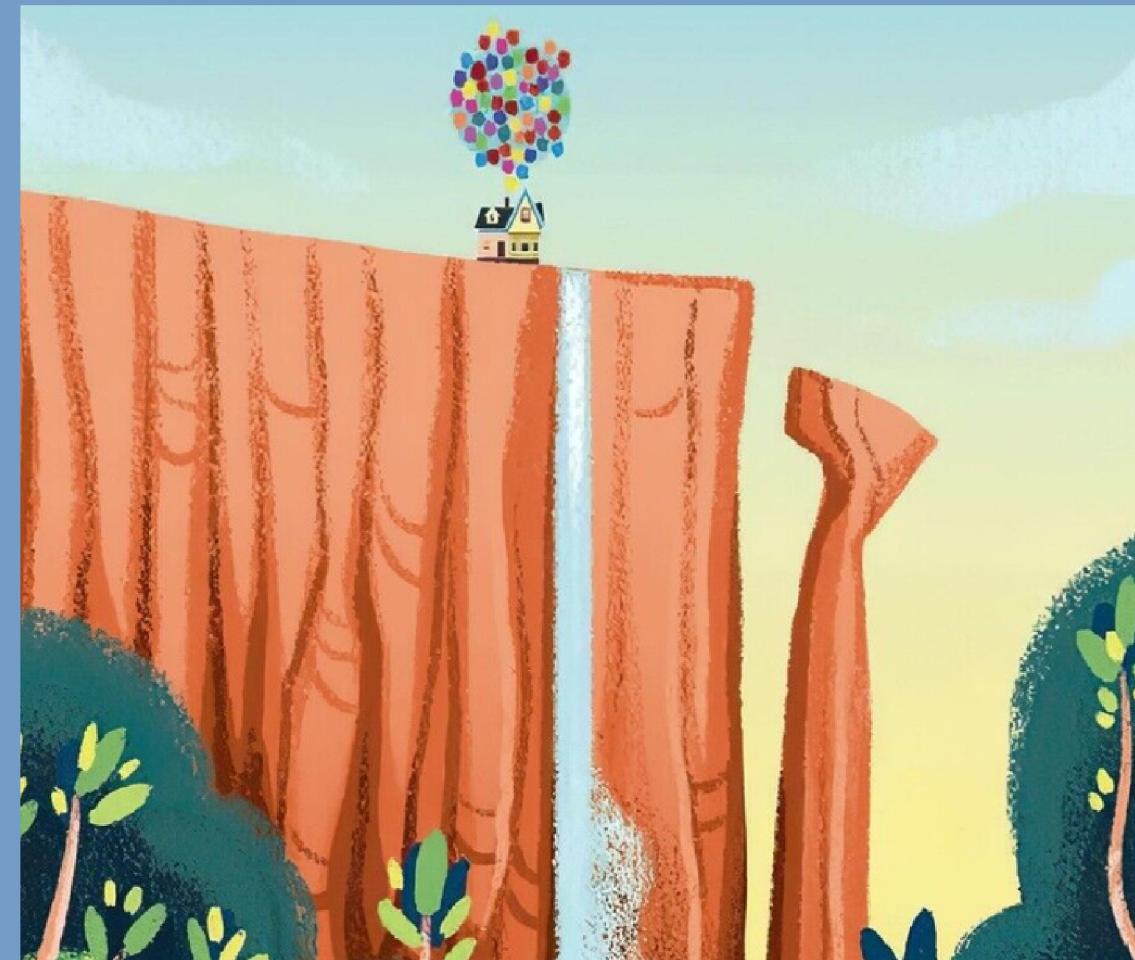
THE DATA

- Source:
 - Kaggle: King County House Data
- Version:
 - May 2014 - May 2015

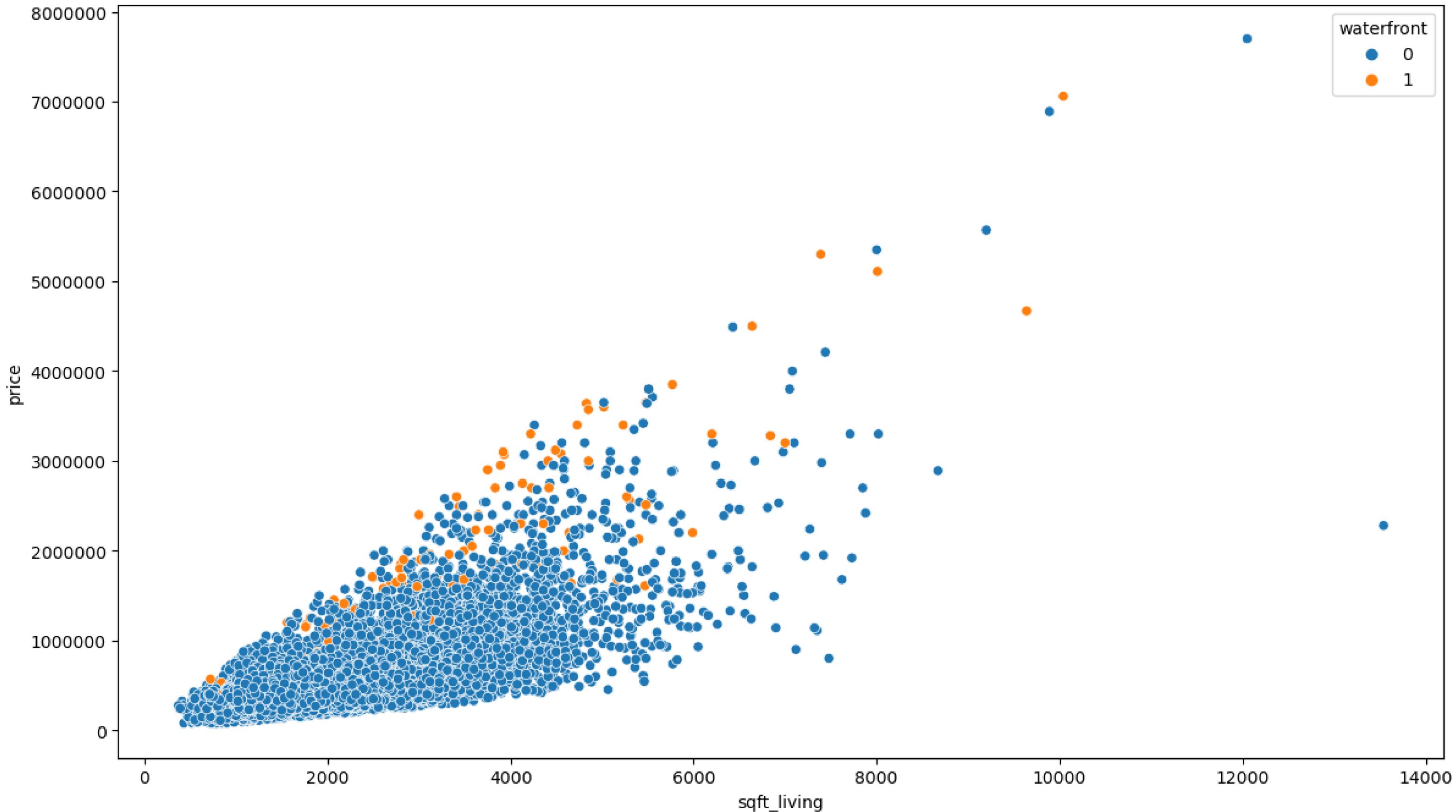


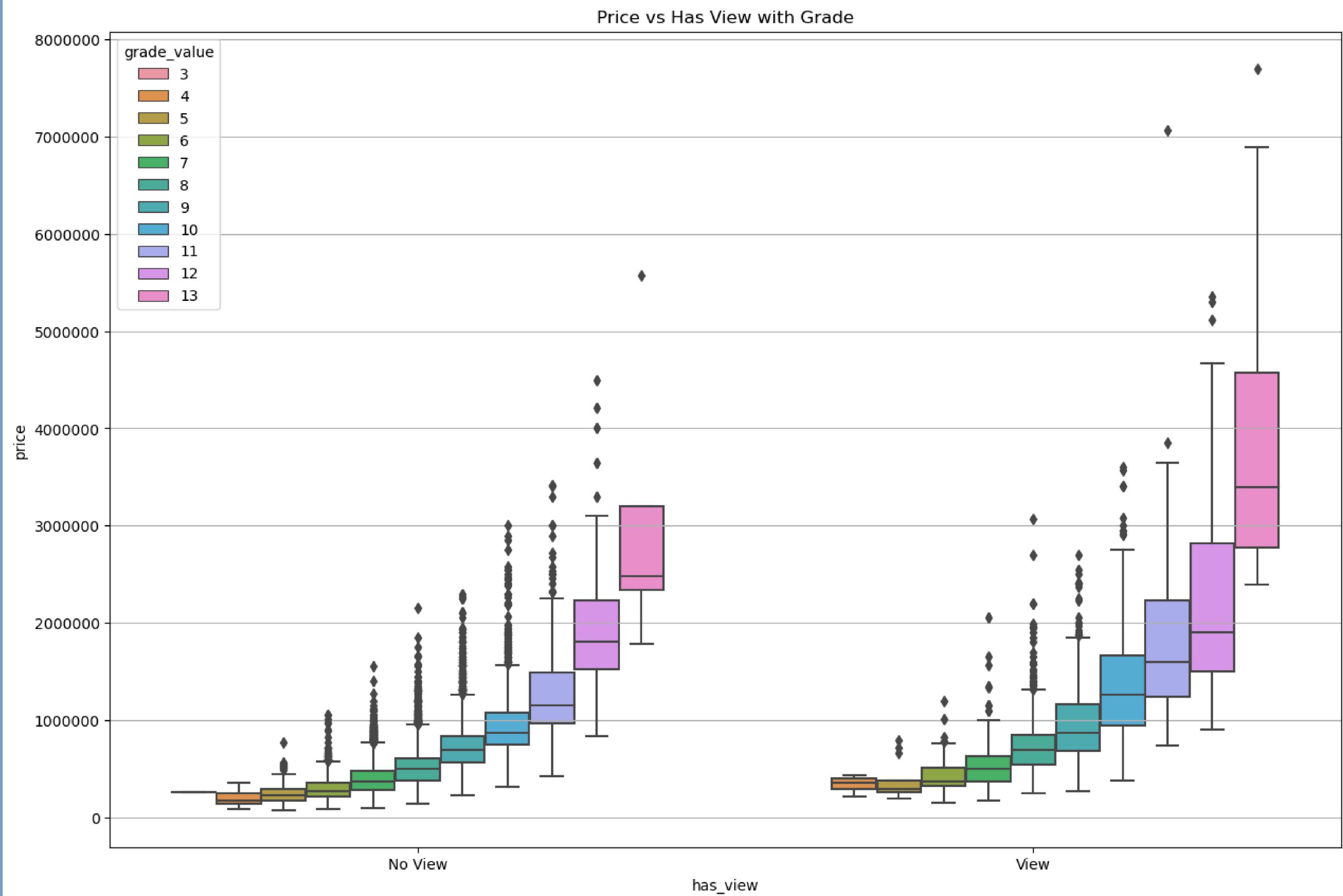
SUMMARY

- Highest Correlations:
 - Sqft_living, grade, sqft_living_15
- Features with the highest coefficients
 - Waterfront (\$608,976)
 - Grade (\$99,787)
 - View (\$68,547)
- Undervalued features
 - Waterfront
 - View
 - 98010, 98118, 98146,
98122, 98033



Price vs Sqft of Living Area



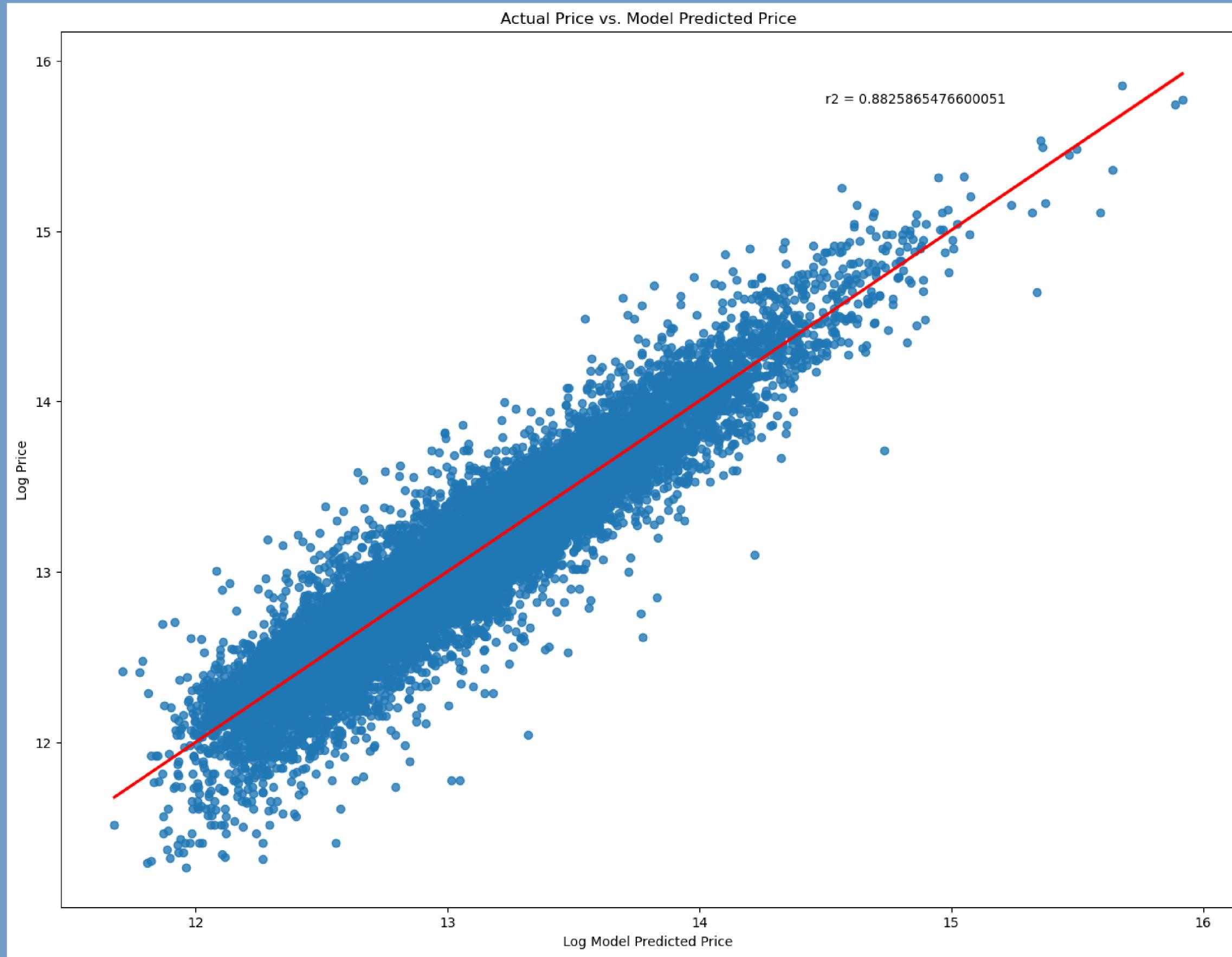


Modeling

- Best model R Squared was .883
- OHE on zipcode
- Log transformed price and sqft data



Actual Price vs. Model Predicted Price



Undervalued Zipcodes

Category	Zipcode	Mean of Category for Top Zipcode	Dataset Mean
Top View	98146	0.14	0.09
Top Waterfront	98146	0.02	0.01
Top Grade	98033	8.08	7.66
Top Sqft_living	98033	2381	2080
Top Price	98033	803,991	540,929

Conclusions

- Zipcodes, Waterfront, View Undervalued
- Sqft_living, Waterfront, Grade impact price strongly
- Get sequential years data to see if the undervalued properties are predicted
- Further explore the longitude and latitudes for exact location info



SOLD!!!!

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