

**\$540,292**



FIND YOUR  
**DREAM**  
KING COUNTY  
HOUSE



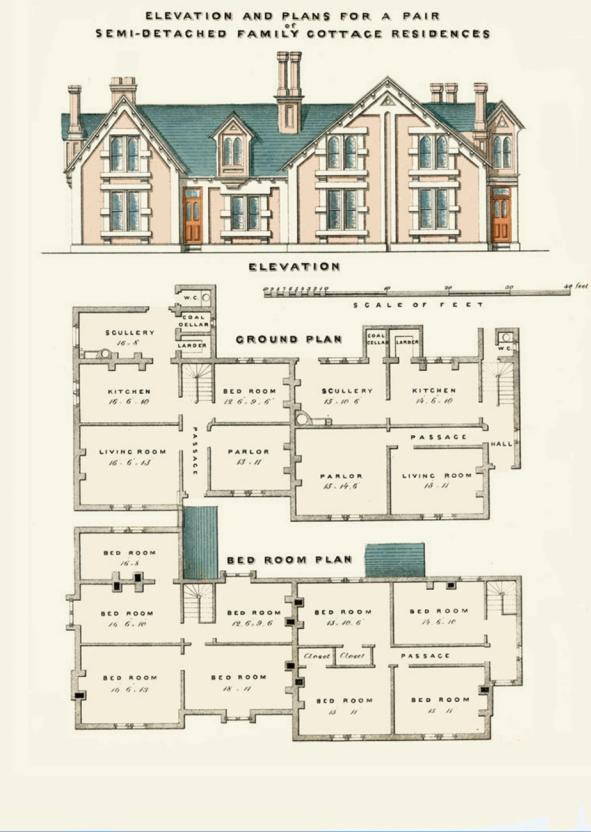
**HONEY AND VINEGAR  
REAL ESTATE**

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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



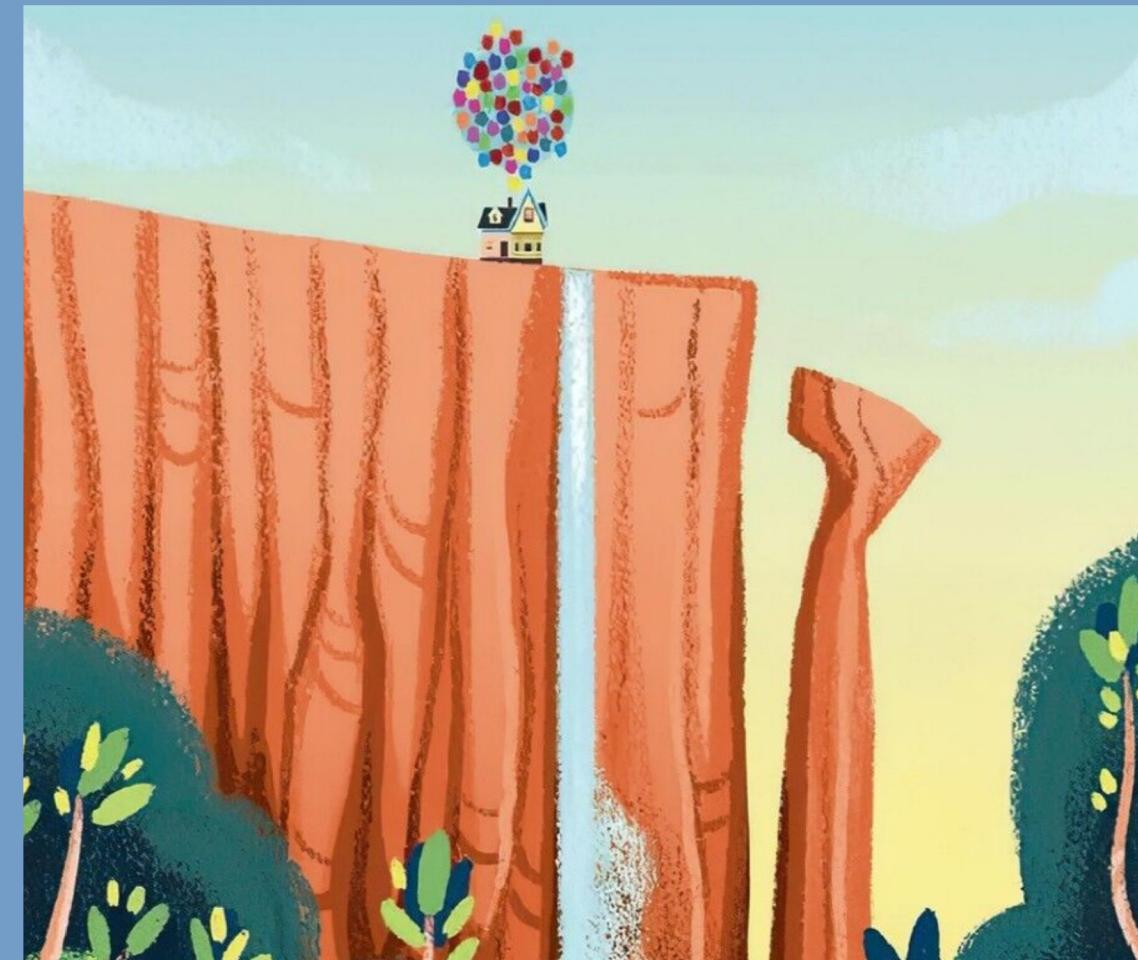
# THE DATA

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

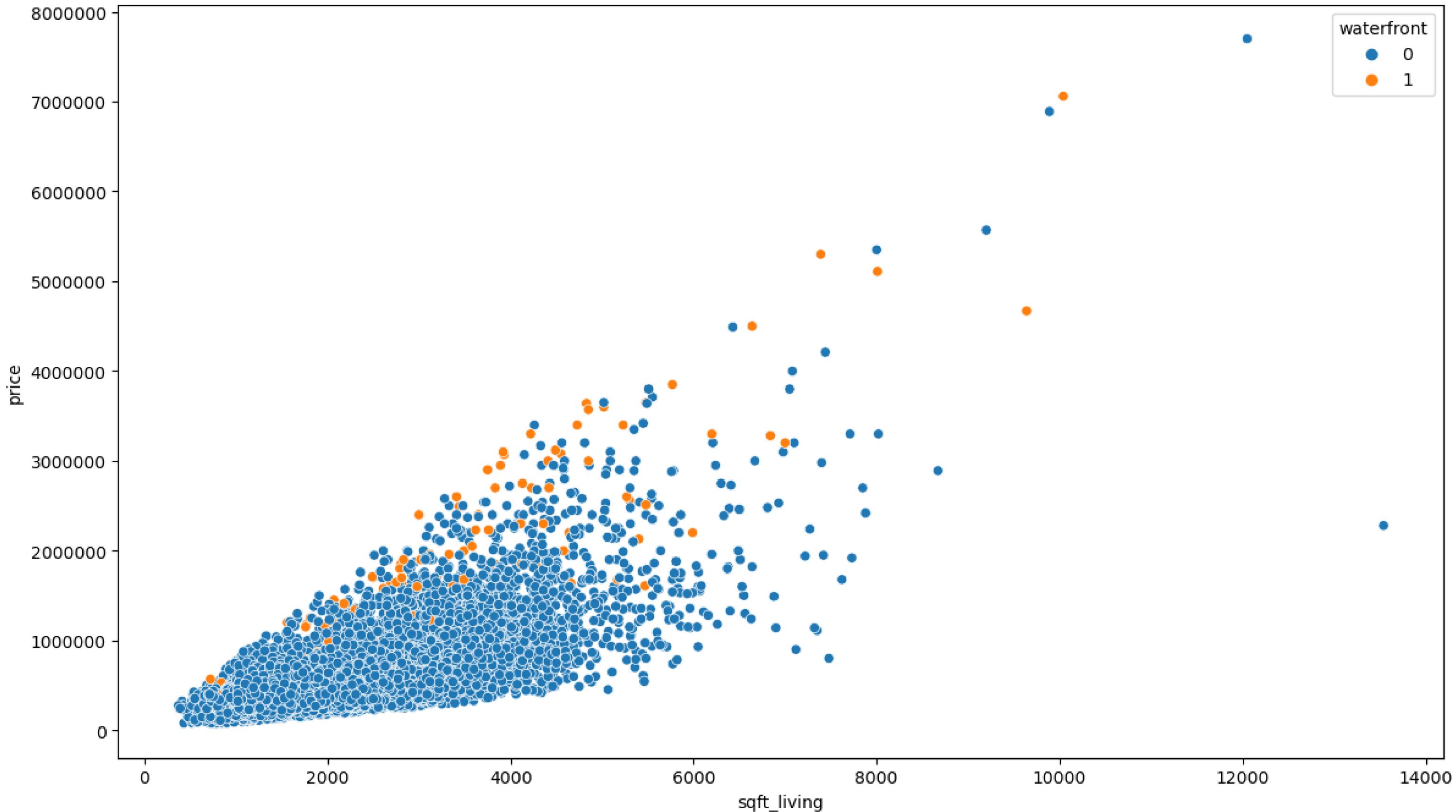


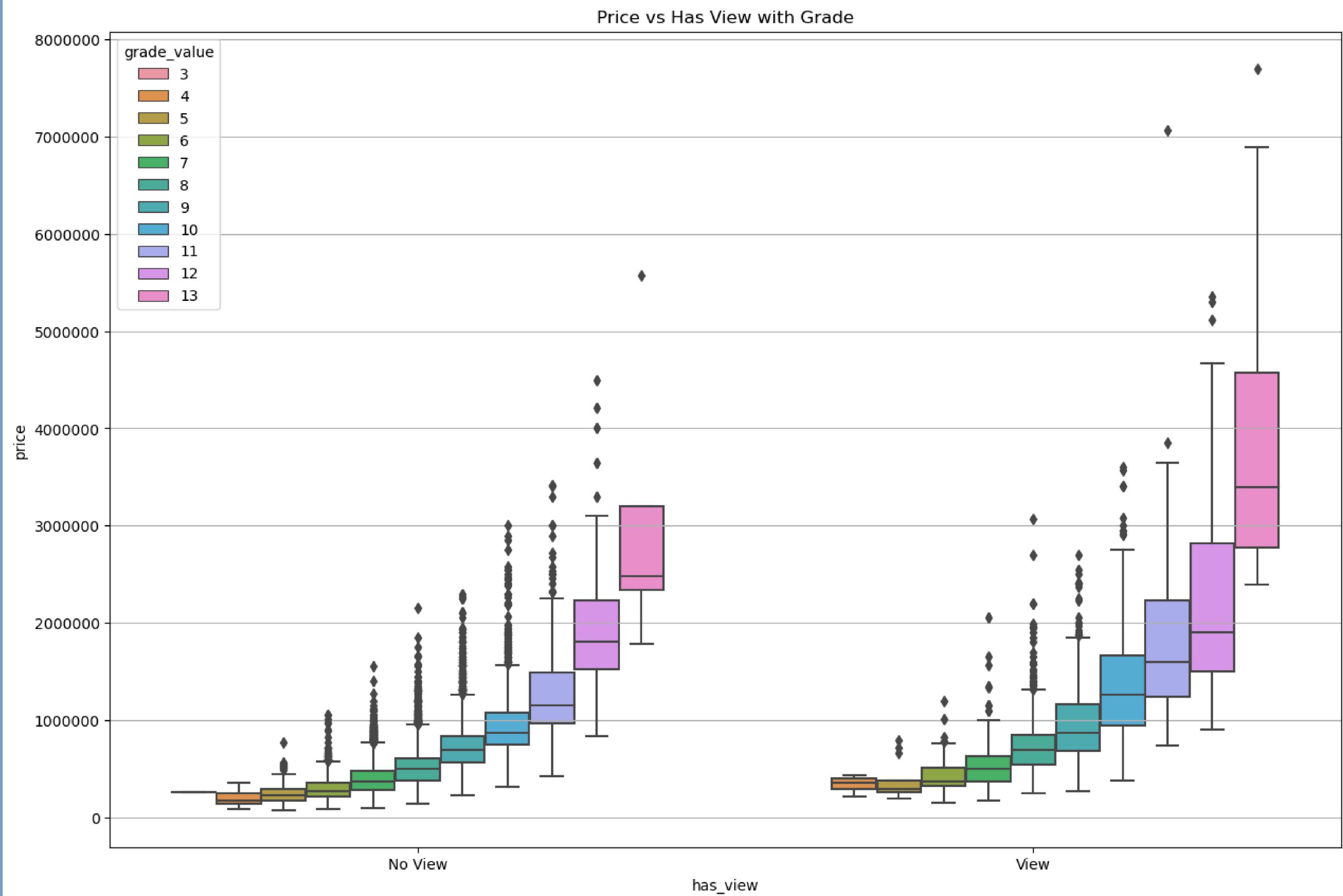
# SUMMARY

- 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



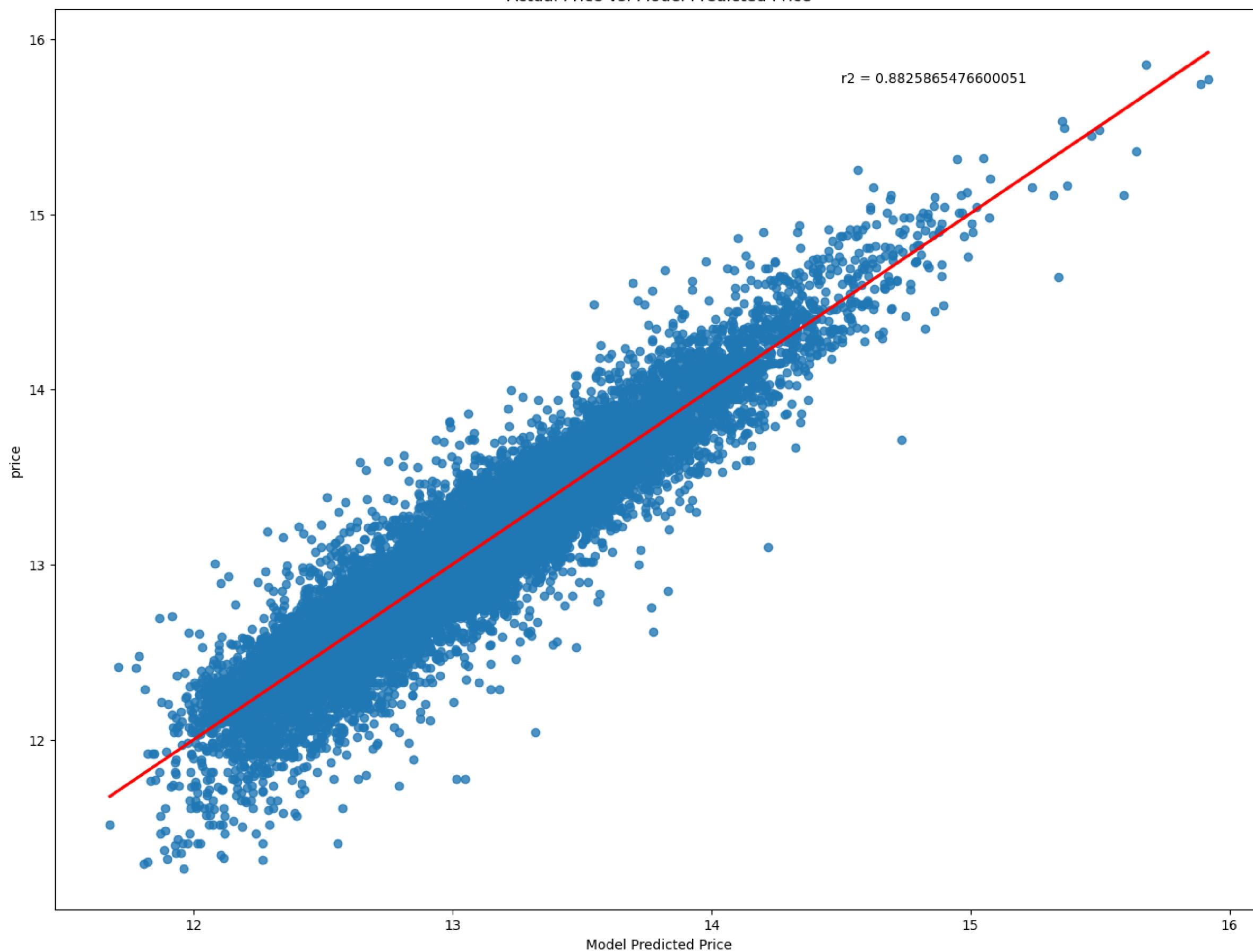


# Modeling

- 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	Zipcode Mean	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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