

REAL-ESTATE-CLIENT-TARGET

SEPT 1, 2024

Analysis by: **JAMES KAMAU**

Overview

- The project will use the UCI Adult Dataset.
- It includes various demographic and employment related attributes such as age, education, occupation, and hours worked per week.
- These features will be used to train a machine learning model that can classify individuals as either earning above or below \$50K annually.

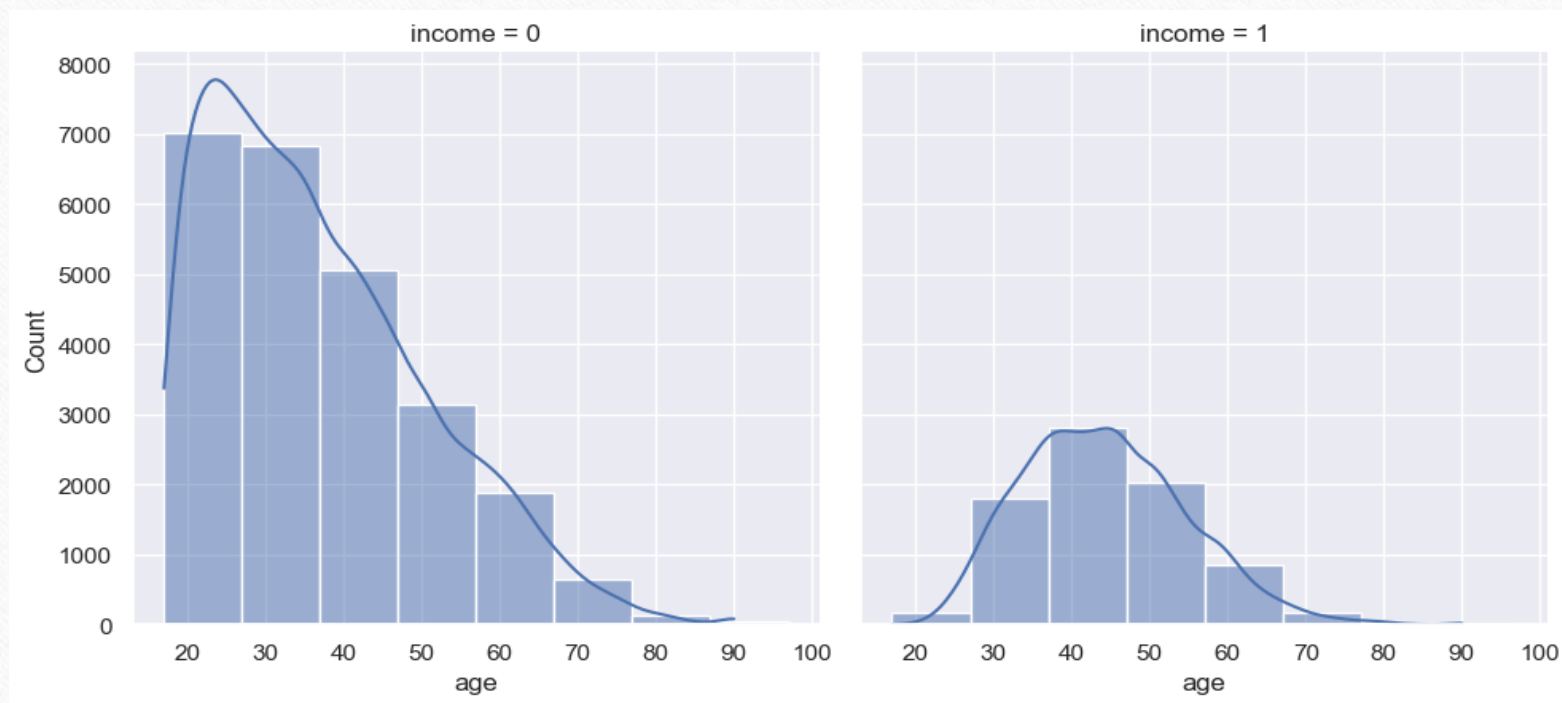
Business Understanding

- This machine learning model is to help real estate agencies be successful in the businesses environment.
- Type of problem to solve:
 - Create a prediction model that target clients with high income which indicates a high probability for a real estate investor.
- Factors to consider:
 - Age
 - Gender
 - Occupation

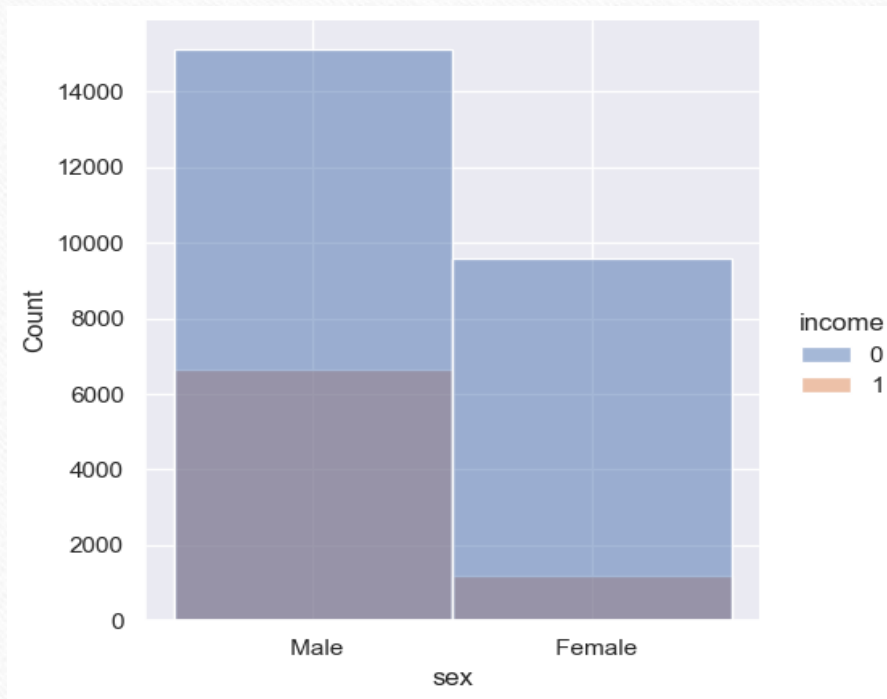
Insights.

- Create visualizations that tell a data story about the present and adjustment to make in preparations for future success.

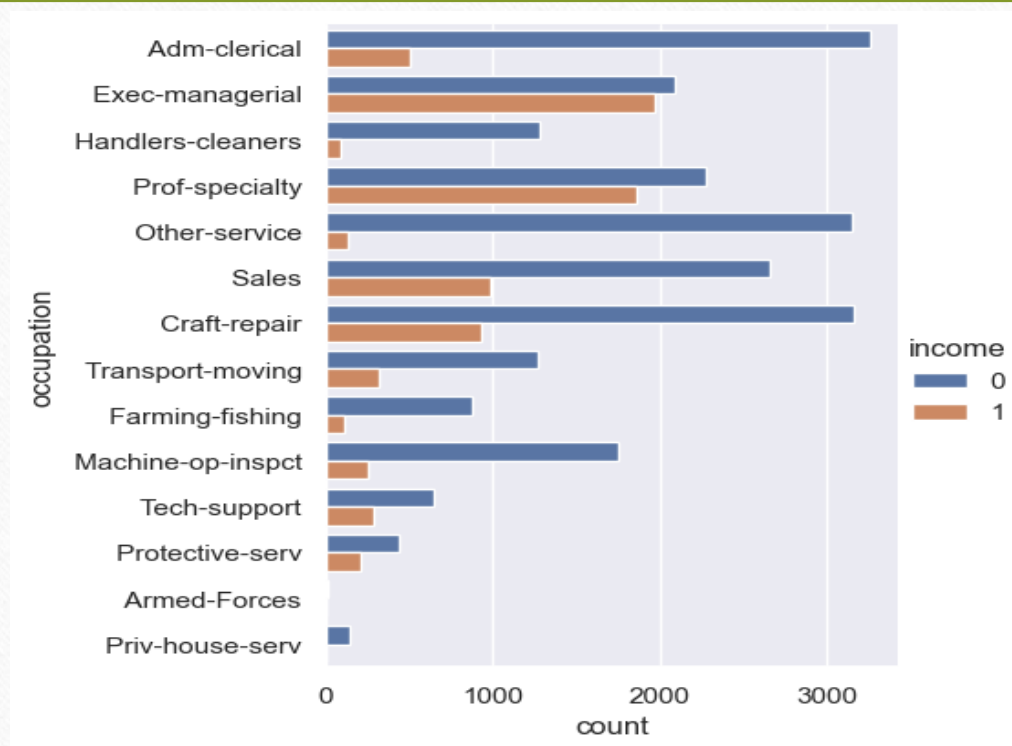
Age



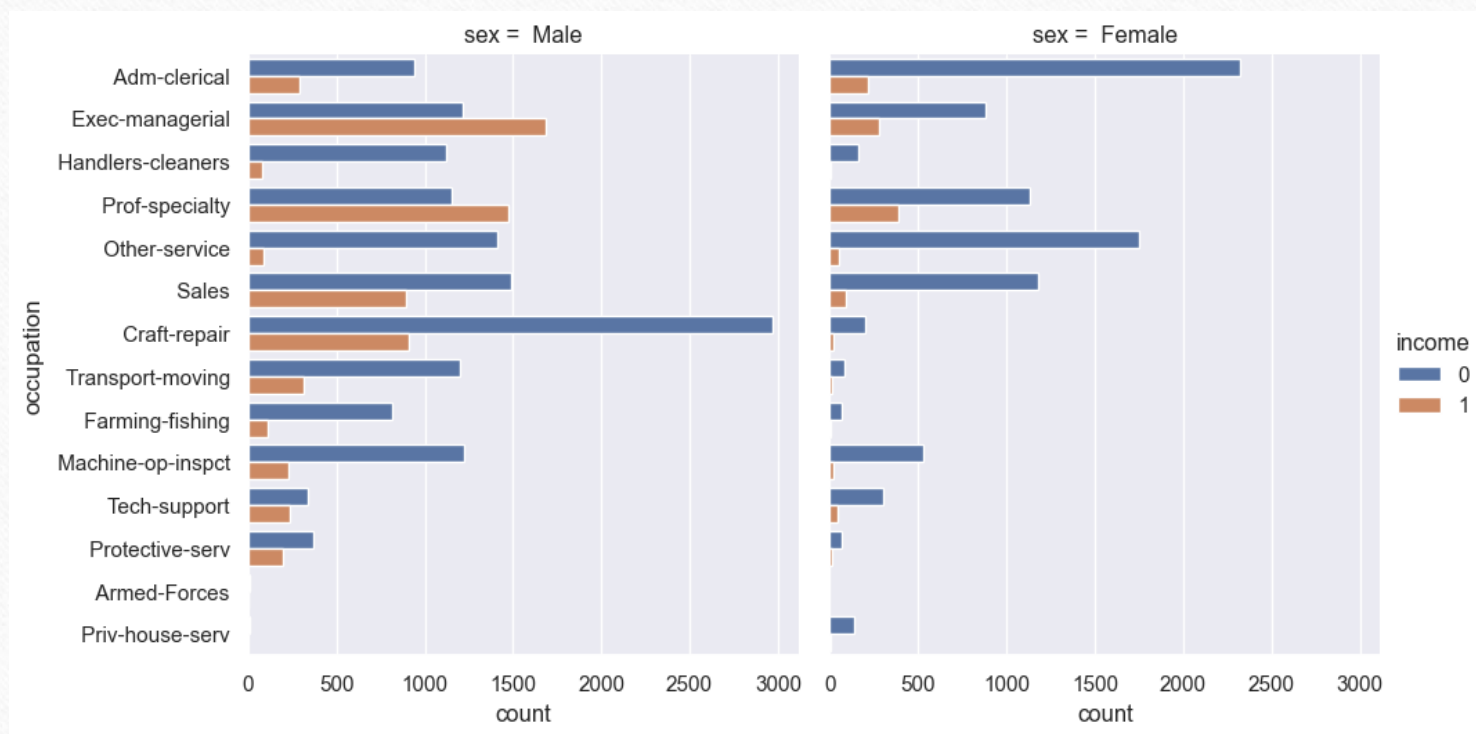
Gender



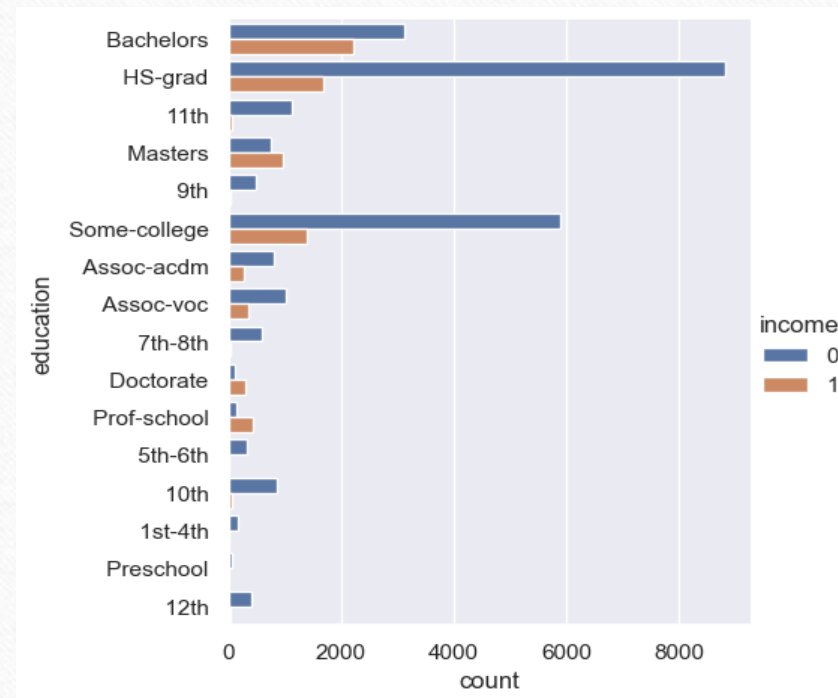
Occupation



Occupation - Gender



Education



Conclusion

1. Age-Group

- Real Estate agencies should focus with people between 40-60 years of ages.

2. Gender

- Men hold top positions in their industries of work thus make them attain high income. However, this does not mean women should be ignored at any point.

3. Occupation

- In matters towards income, occupation really matters. Top industrial positions make a higher income than other normal positions because they are the steers of respective industries.