A scenic view of the Seattle skyline at sunset. The Space Needle stands prominently on the left, its observation deck illuminated. Behind it is a dense cluster of modern skyscrapers of various heights and architectural styles. To the right, the iconic Mount Rainier rises majestically against a sky filled with soft, pastel-colored clouds. In the foreground, the tops of trees and some lower buildings are visible.

KING COUNTY: PRICING ANALYSIS

BY: KEVIN ATKINSON, LUKE SIMS, MAHUM ABID

01



EXECUTIVE SUMMARY:

Investment strategy should include:

Certain Areas, High Living Space/Lot Space, Views/Waterfront, and quality construction.

Converting Basement Space to Living Space.

Convert Garage rooftops to Patio Space.

Avoid neighborhoods with Private Sewer Systems and older buildings.

02

BUSINESS PROBLEM:

Our client wants to reevaluate long and short-term buying and selling strategies. The questions we set out to answer for our clients were:

What were the factors of a house's price?

What were the influences that had been overlooked?

What should they unload?

How could they increase value?



03

DATA BREAKDOWNS BY AMOUNTS:

Total Homes: 24,933

Minimum Value: \$342,500

Maximum Value: \$3,175,000

Ages of Properties:

Youngest: 1 Year Old

Oldest: 122 Years Old

Square Footage (Interior):

Smallest: 30 SQ FT

Largest: 8,020 SQ FT

Square Footage (Lot Size):

Smallest: 402

Largest: 32,53,932

Total Bedrooms:

Minimum: 0

Maximum: 11

Correlations:

Largest Negative: Sewer Private

Largest Positive: Zip Code

Total Bathrooms:

Minimum: 0

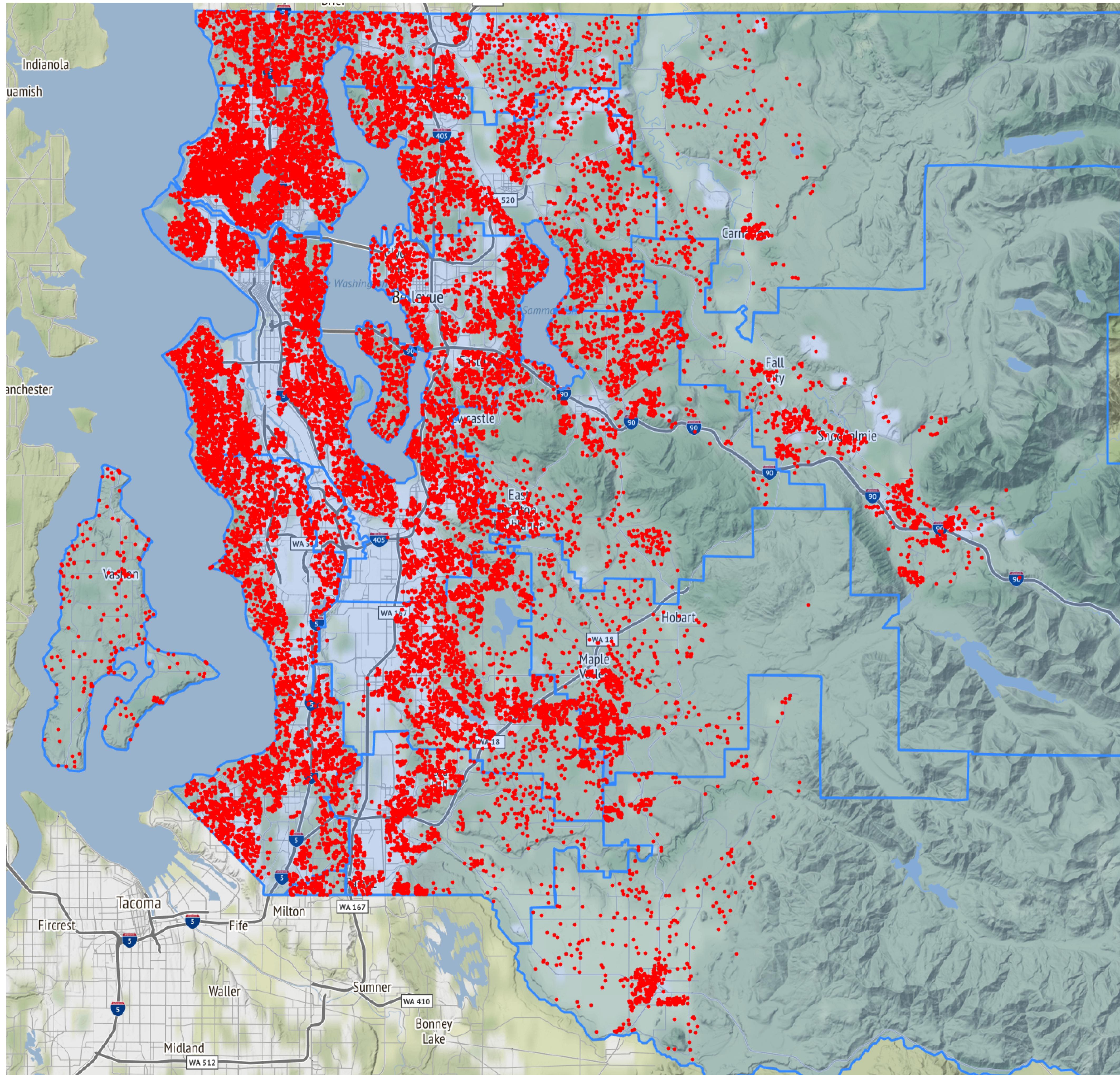
Maximum: 7.5

Education:

Districts: 19

Schools: 532

KING COUNTY SCHOOL DISTRICTS:



Selling factor for Families

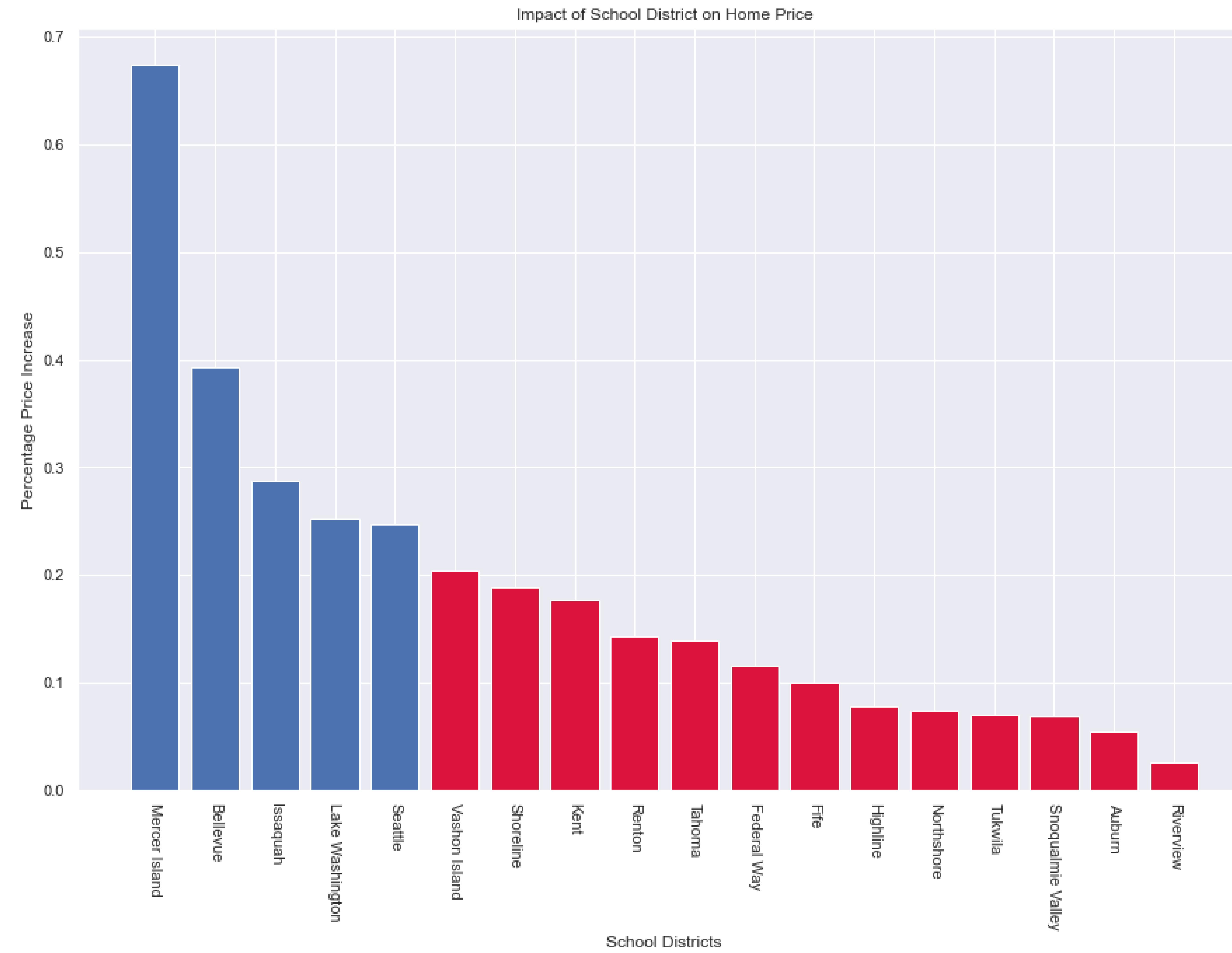
Determinant of Property Taxes

Related to investments

THE VALUE OF GOOD SCHOOLS:

Major Positive Correlation

Heavy skew in some areas



COEFFICIENTS OF A VALUABLE HOME

SQ Footage (Interior):

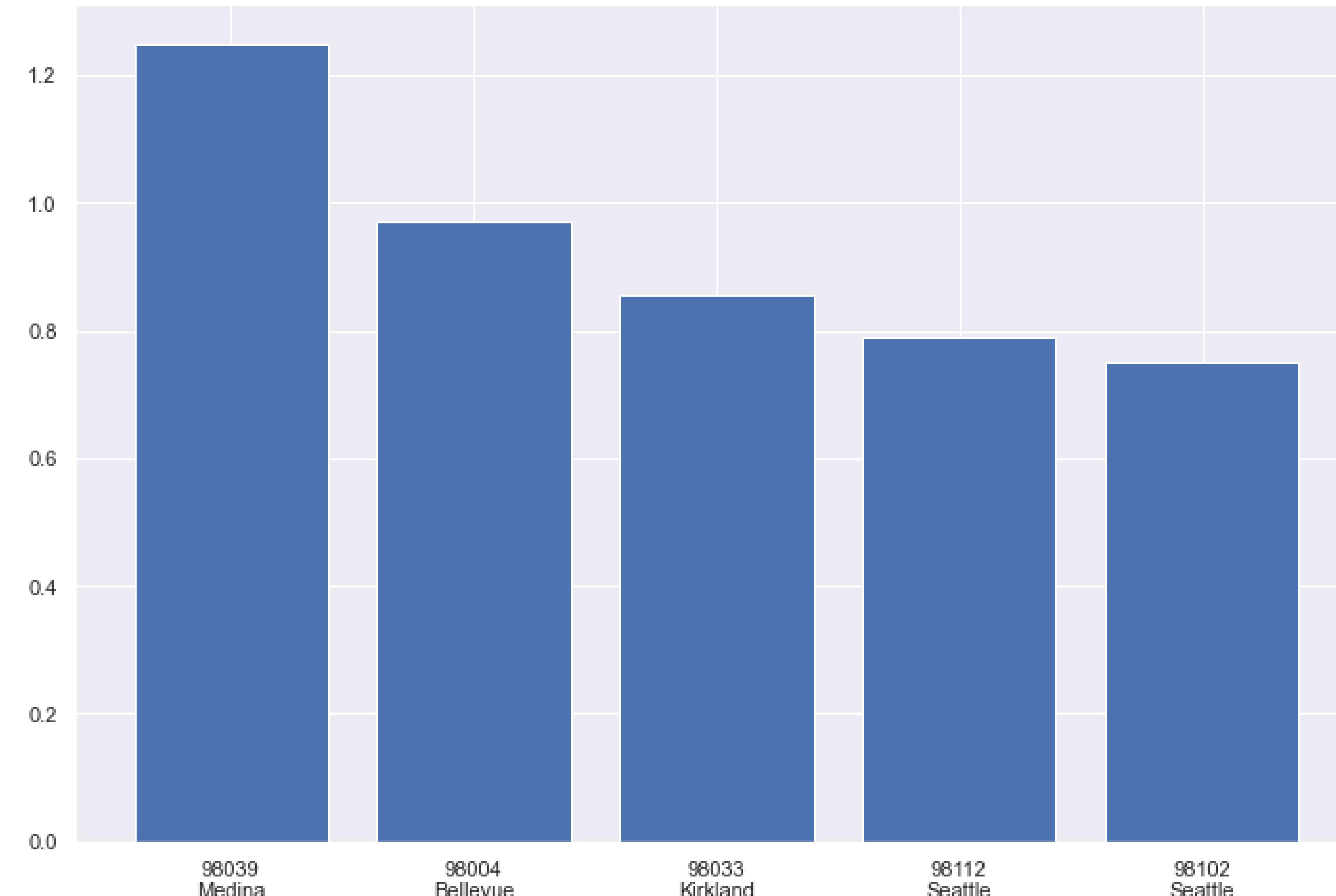
For every 866 SQ we see a 10.25% increase of price

SQ Footage (Lot):

For every 7,256 feet of SQ we see an increase of 4.3% of price

Views:

In a range of 3, from none to excellent, each level increases house prices by 14%



Water Front:

This represents a 24% increase in overall home price.

Quality of Materials:

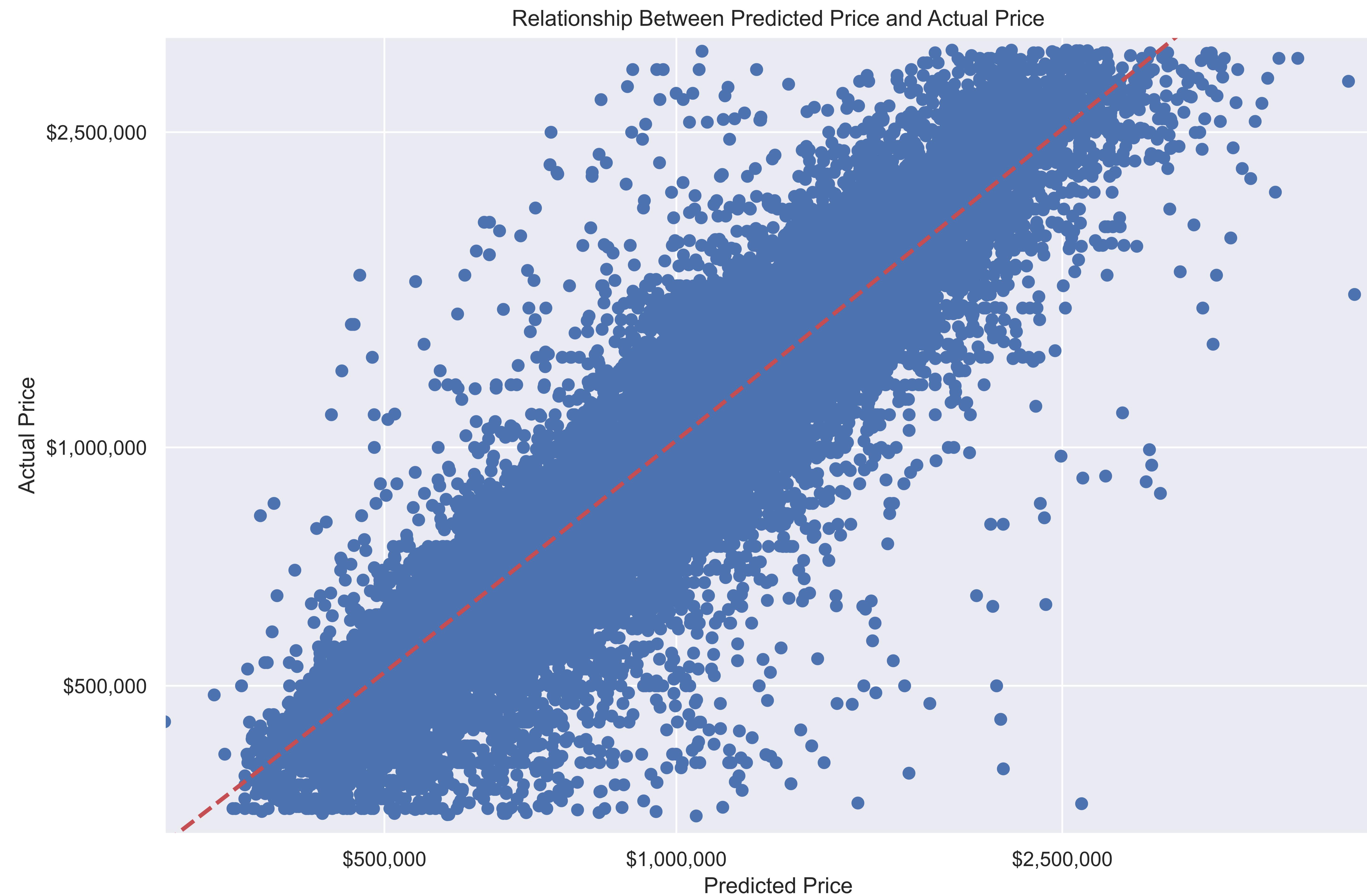
In a range of 5, from fair to excellent, each level increases house prices by 14%

Zip Code:

98039, 98004, 98033

These zip codes have roughly a 65% increase over the median.

ACTUAL VS PREDICTED



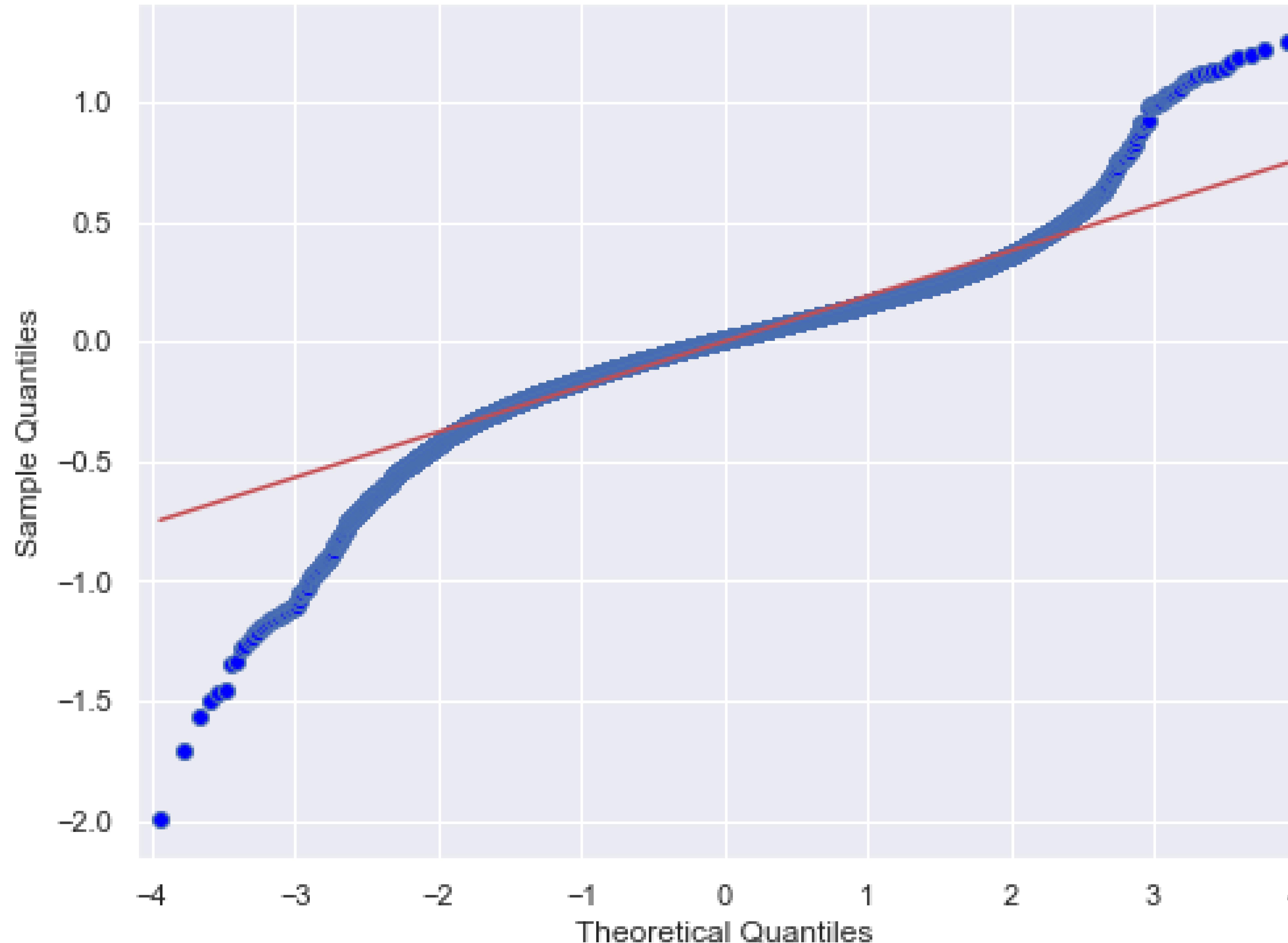
18 Categories

131 Variables

Alpha: 5%

R-Squared: 83%

RELIABILITY OF DATA



CONCLUSIONS AND RECOMMENDATIONS

1 **These Zipcodes:**
98039, 98004, 98033

2 **Quality**
Good or Above Grade Homes

3 **Waterfront Access**
24% House Price Increase

4 **Replacing Basements**
Converting to Living SQ FT is a factor
of 4

5 **Rooftop-Garage Patios**
Turn unrealized space in more
valuable patio space

6 **Avoid Private Sewers and**
Aged Buildings

7 **School Districts**
Focusing on Homes within these
Districts present a unique selling
point and longer-term value
correlated with a 25% increase in
pricing

FURTHER RESEARCH

Factors of Grades

Factors of Views

Factors of SQ Footage Lot

Factors of Public Amenities

Factors of Private Amenties



QUESTIONS?



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THANK YOU