

Selling Your Home

By Lauren Esser



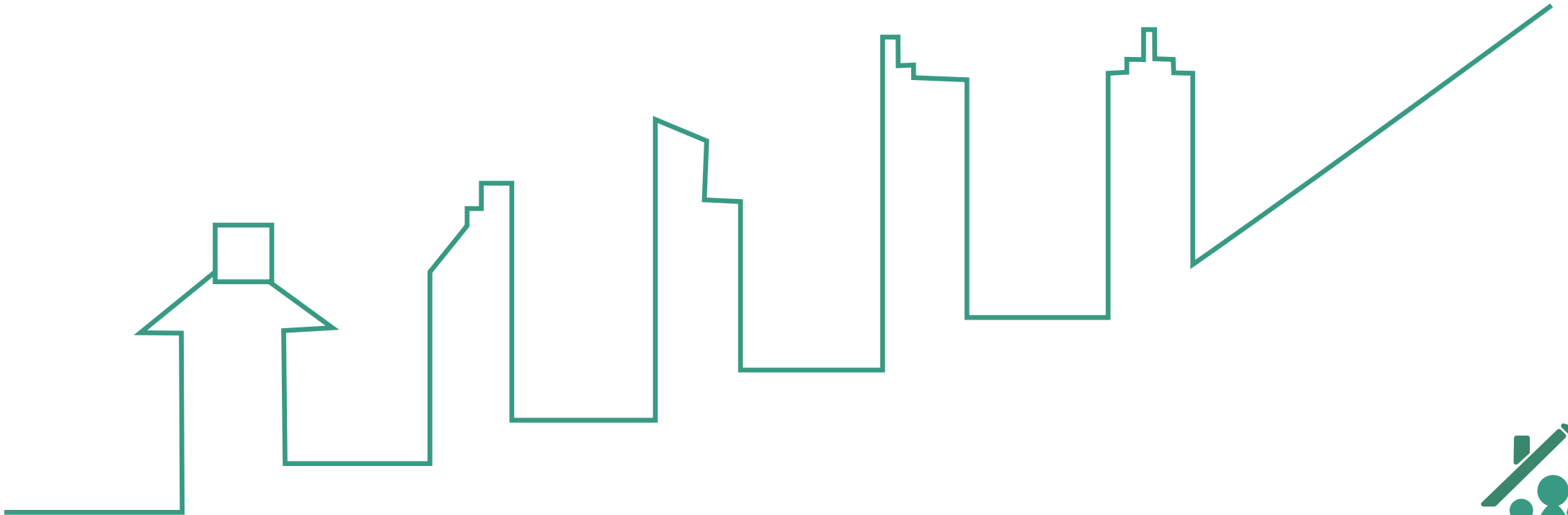


Problem Statement:

What does it take to
make maximum
profit on your home?

Business Value

- **Property Sales in the west are up 7.8% since last year at this time.**
- **Average house sale price in America went up to \$391,300 from \$373,500**
- **Single family home sales are up 23.9% and condos are up 31.8%**

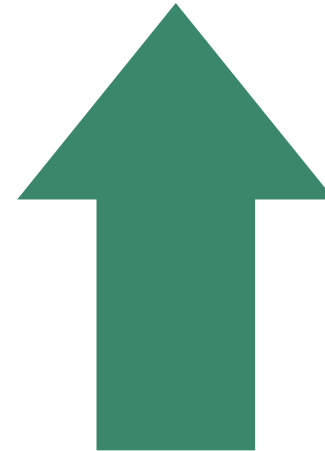


(source trading economics)

Data and Methods



Data comes from 'kc_house_data.csv' which is a housing dataset from King County near Seattle, Washington. The dataset contains 21 different housing features.



Data

Methods



When cleaning data and creating linear regression models I thought about what are actionable factors that can increase the sales price of homes.



Actionable Factors

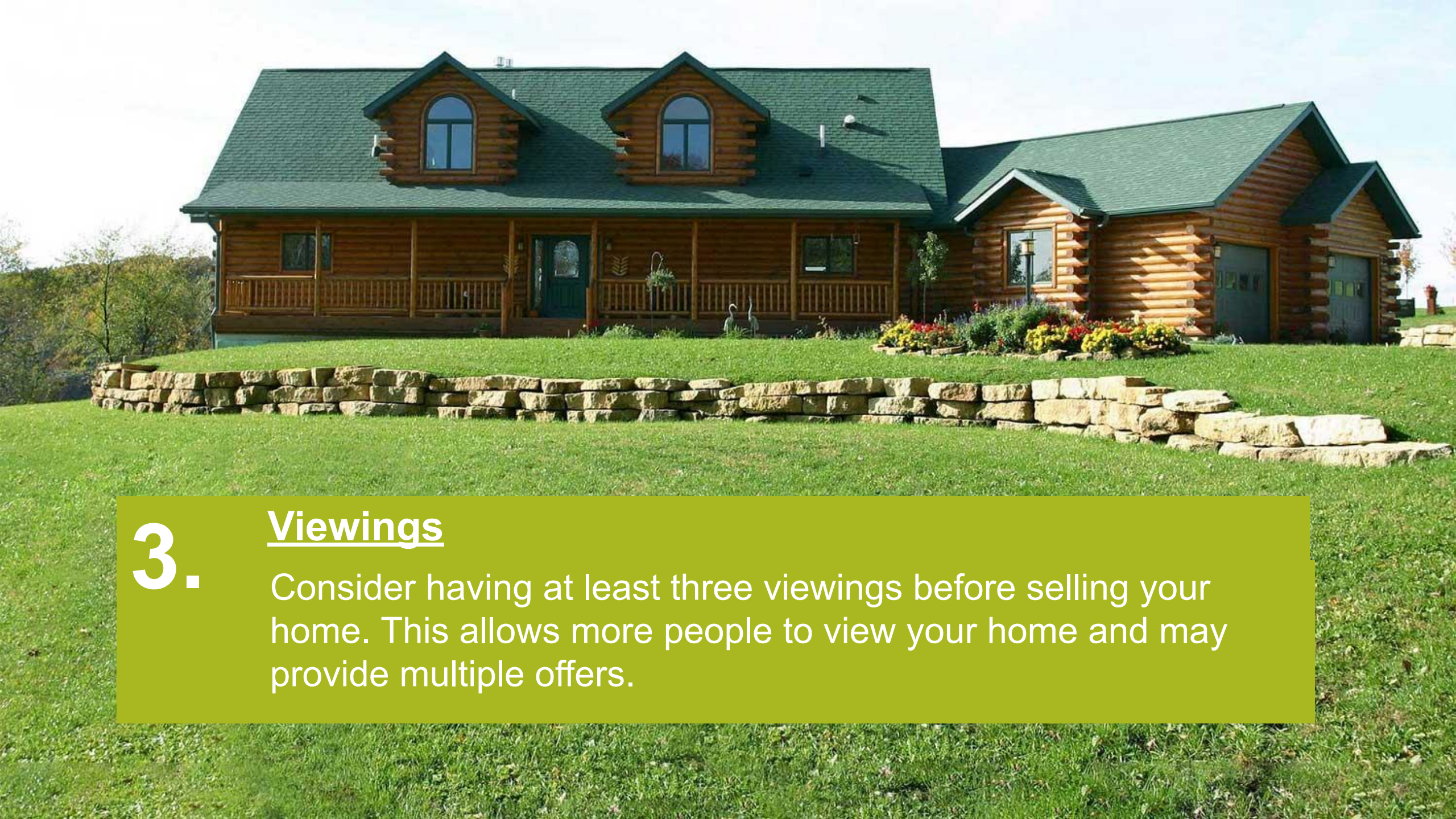
- 1. Increase the number of bedrooms and bathrooms**
 - Adding bedrooms and bathrooms to your home make it more desirable to buyers and increases the value of your home.



2.

Grade

Classification of construction by quality which refers to the types of materials used and the quality of workmanship. When building or remodeling use high quality materials.



3.

Viewings

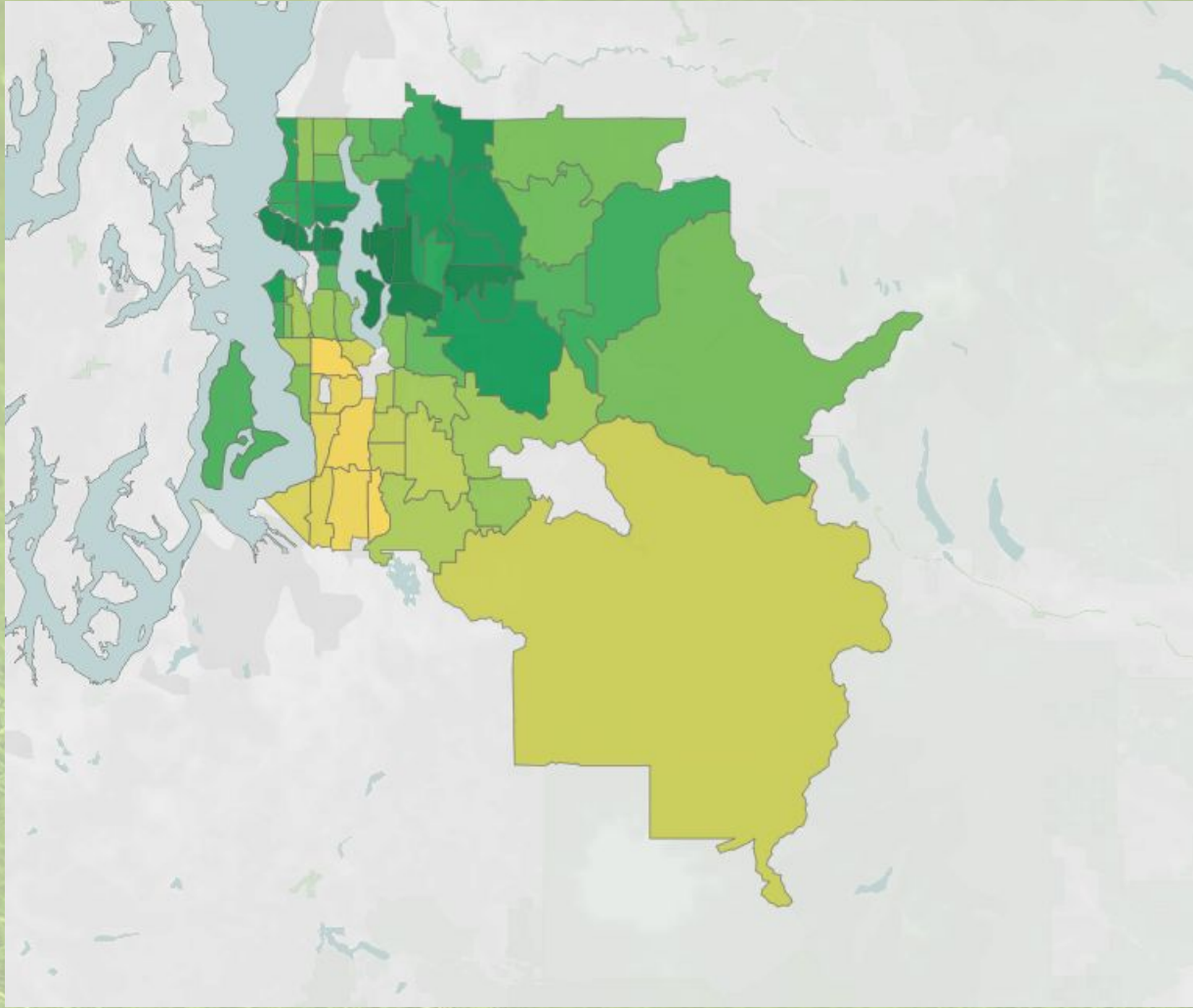
Consider having at least three viewings before selling your home. This allows more people to view your home and may provide multiple offers.



4.

Waterfront

If possible, buy and sell houses that are on waterfront. Access to rivers or lakes increases draw to buyers.



- 5.** Consider Location
- Zip Codes with higher price points are shown in dark green. The north region of King County sells for more than the south.



In Summary



1. Increase number of bedrooms and bathrooms
2. Improve quality of materials when building or remodeling.
3. Show your house at least three times before selling.
4. Buy and sell on waterfront whenever possible.
5. Consider location

Next Steps



01 ➤ Time of Year

Schools ◀ 02

03 ➤ Walkability

Type of Home ◀ 04

Thank You!

Do you have any questions?

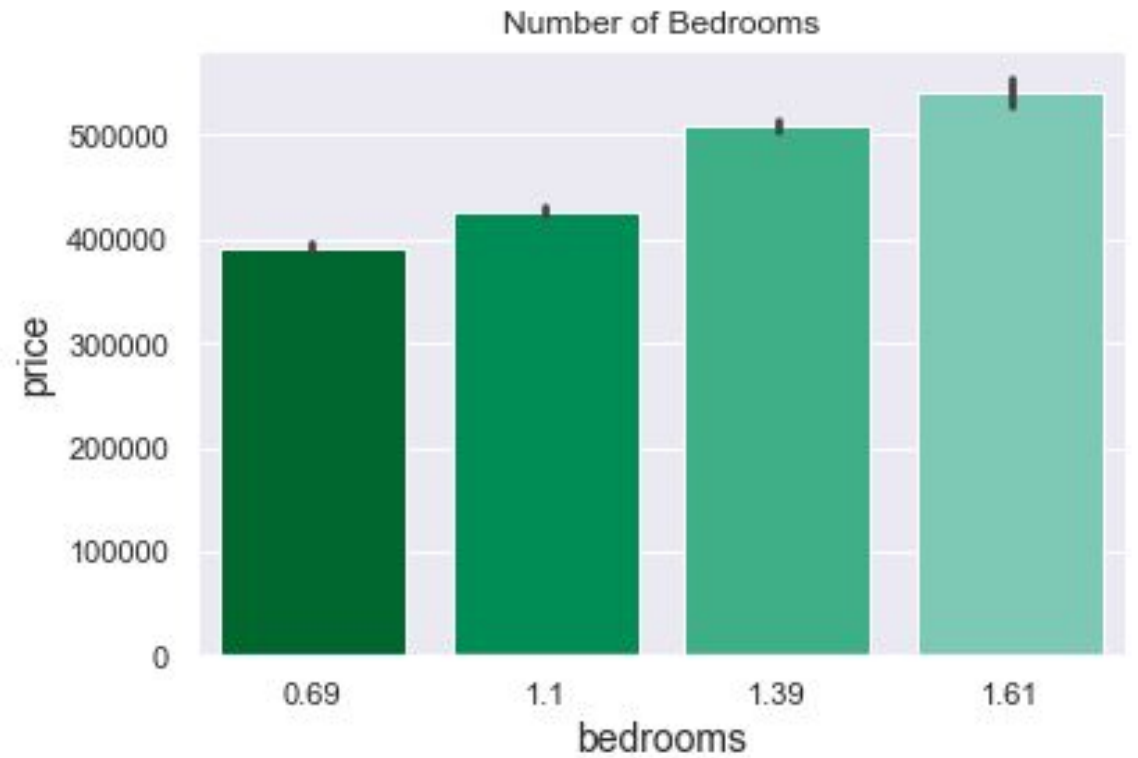
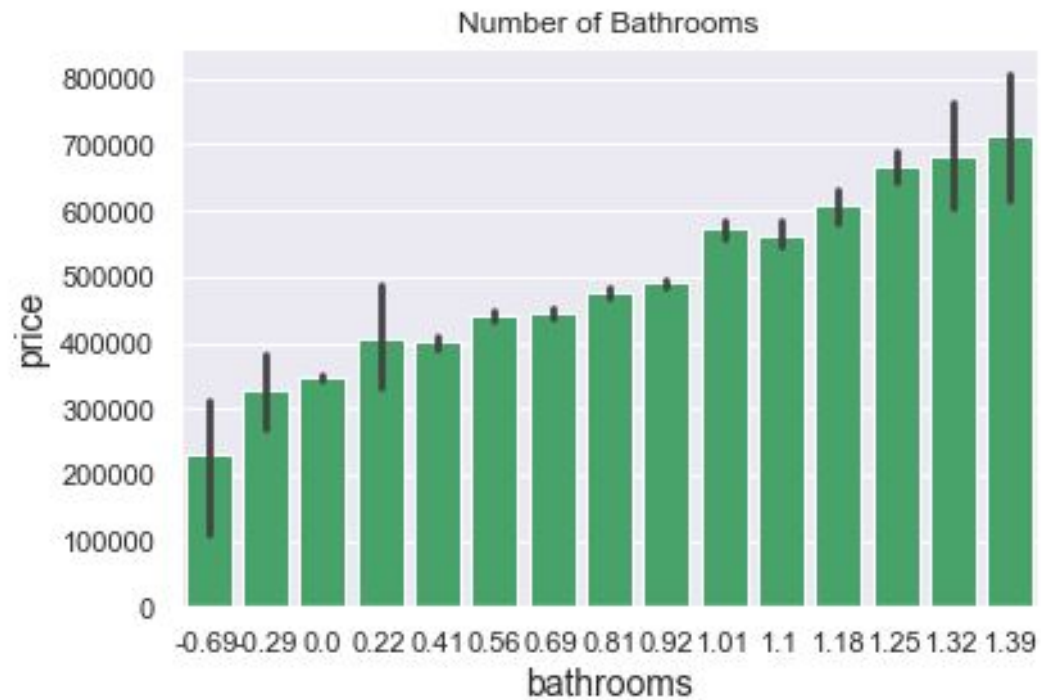
Contact:

Email: CLEsser02@gmail.com

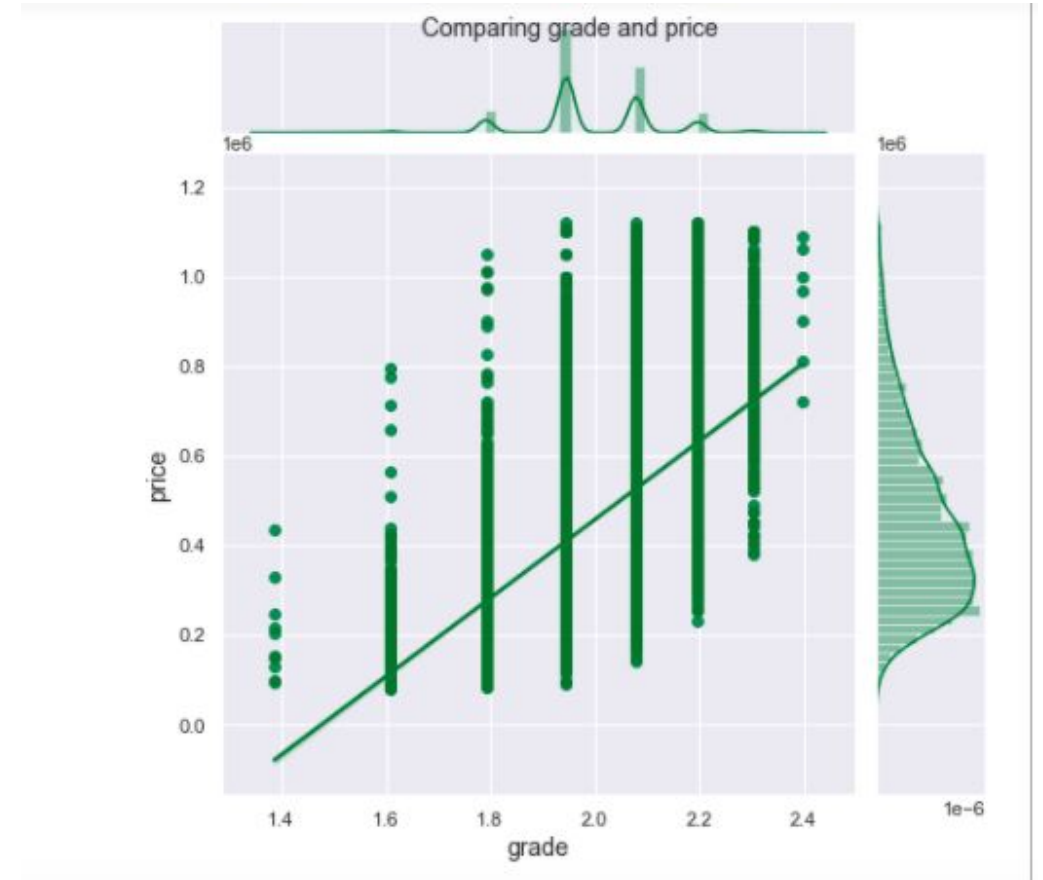
Linkedin: Lauren Esser



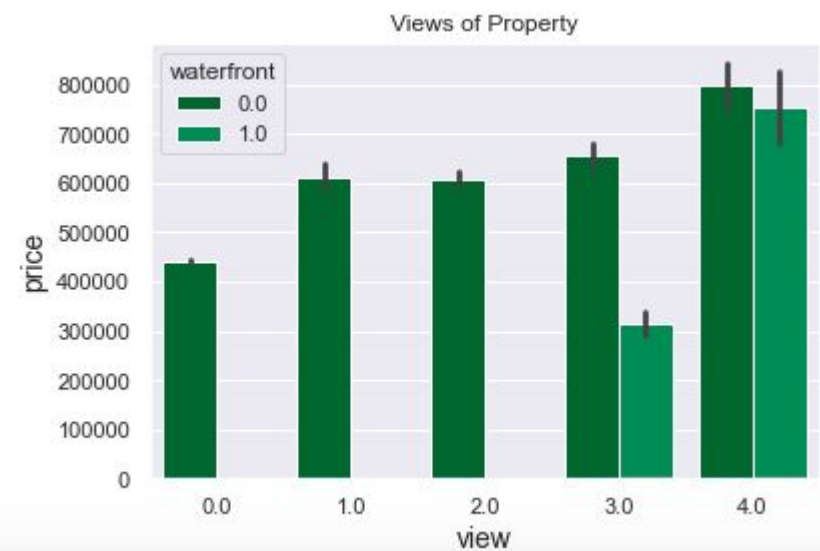
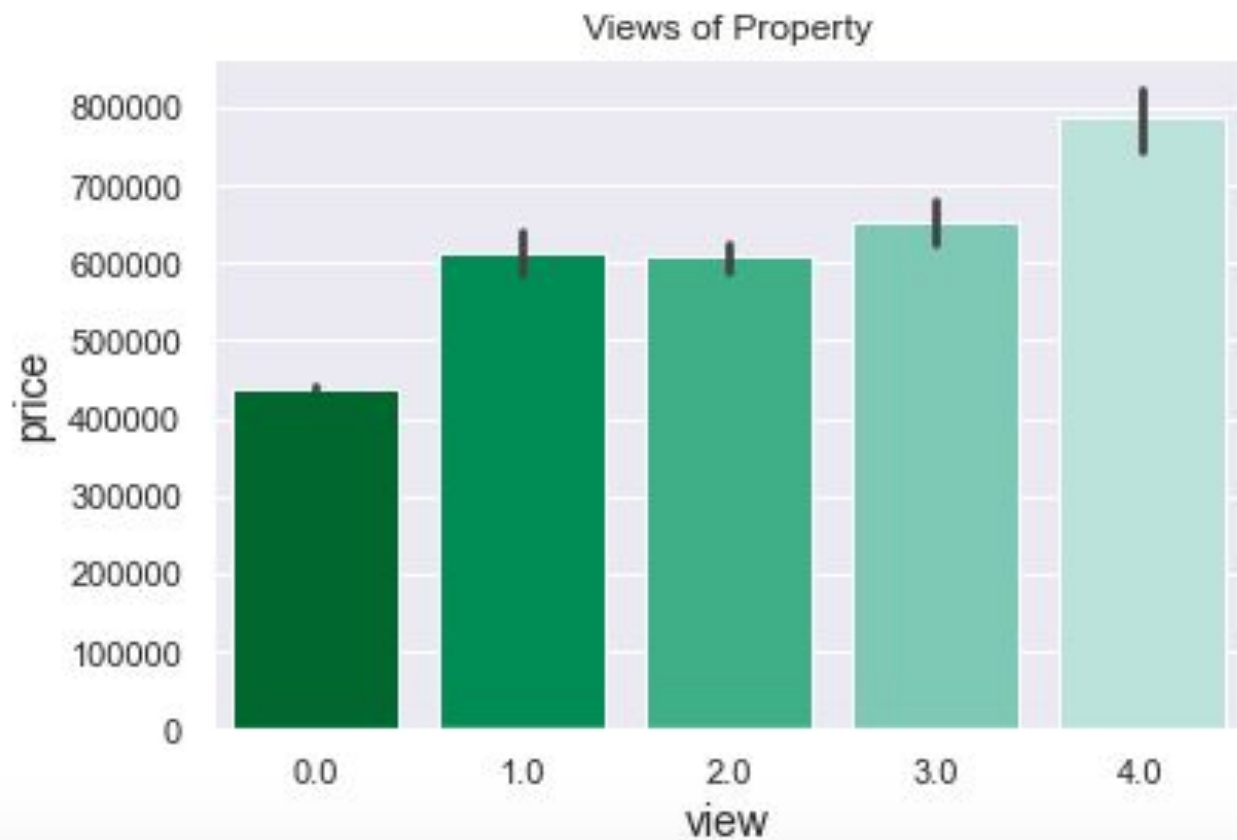
Appendix 1



Appendix 2



Appendix 3



Appendix 4

