

New HGTV Show

Presentation and Analysis/Analytics by Lauren Coats

Outline

- *Business Problem*
- *Data & Methods*
- *Results*
- *Conclusion*
- *Future work*

Business Problem

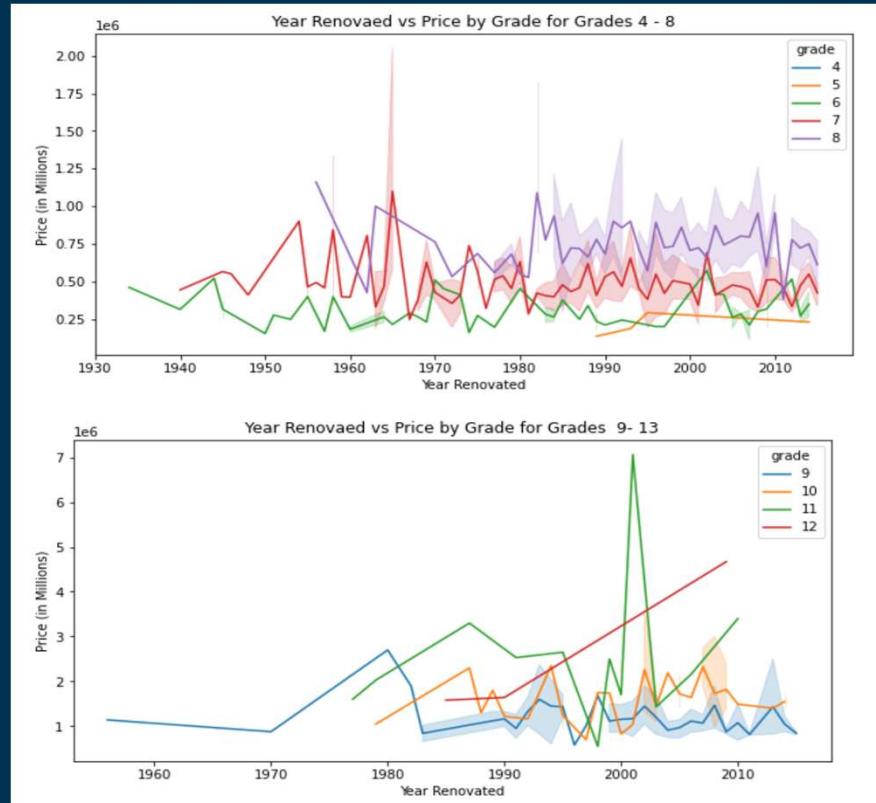
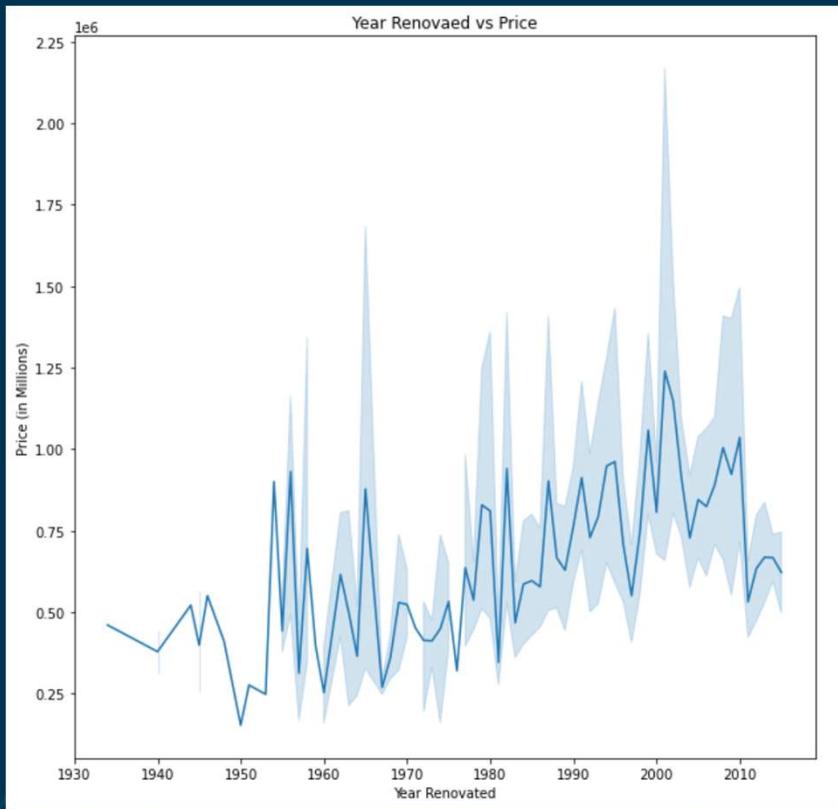
One of HGTV Network's couples is moving to King Country and HGTV does not want to lose them. Instead of letting them go, HGTV will be using the King county's data set to figure out what type of show would fit with the couple's new areas. The most important indicator is cost since that will be used to determine the budget.

Data

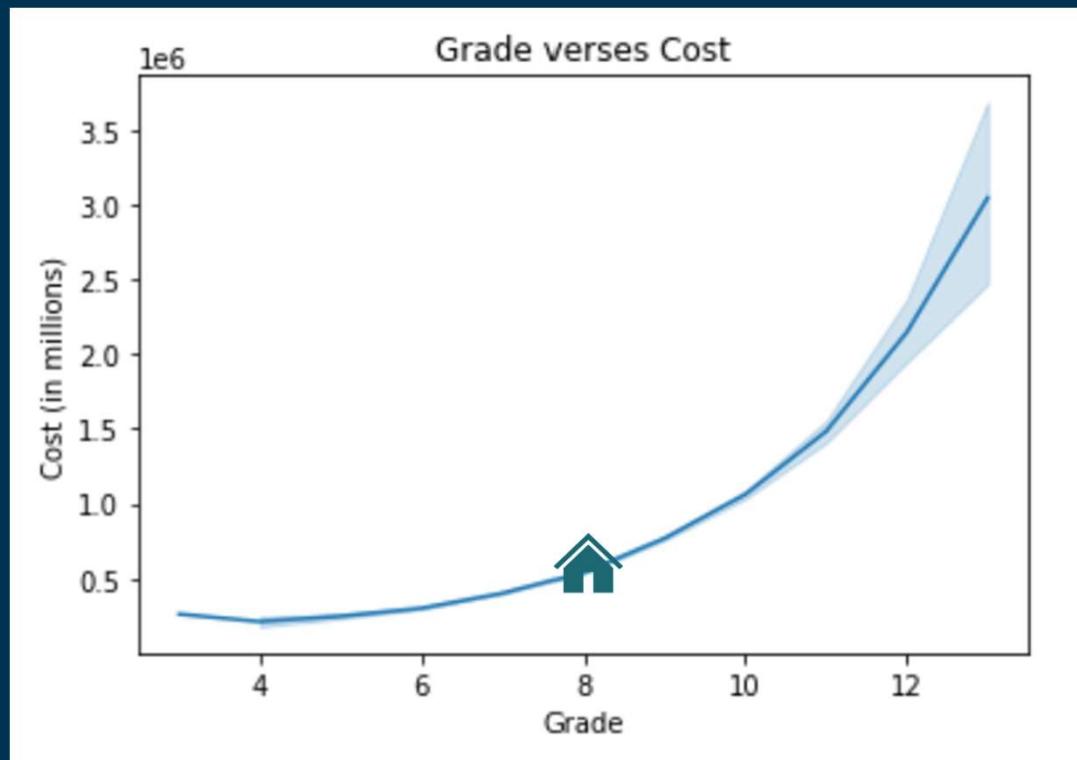
Kings County Data (21K entries) set Metric of interest

- *Price*
- *Bed*
- *Bath*
- *Renovated*

Data

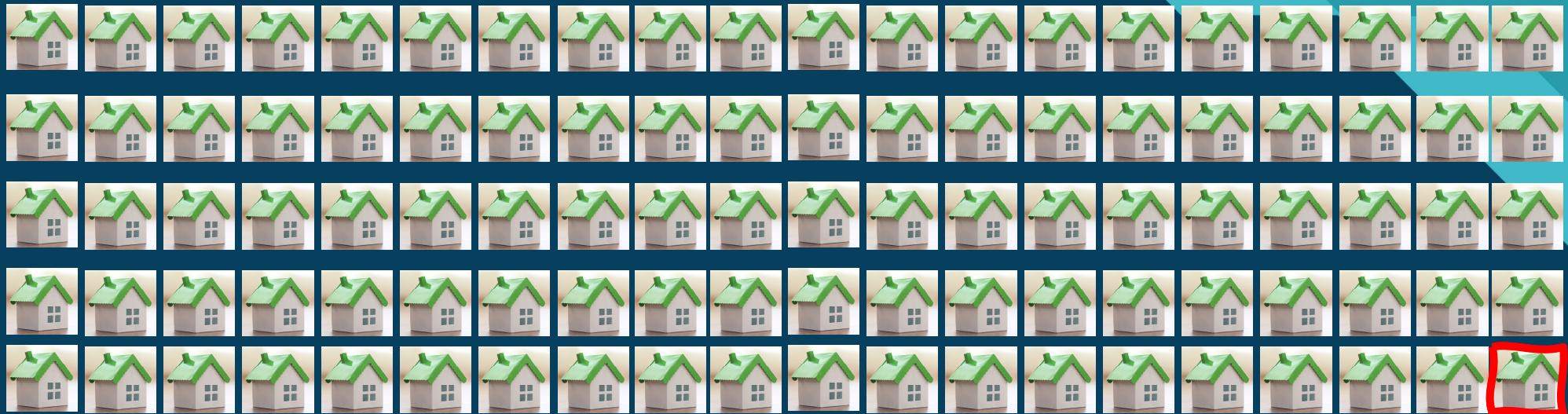


Key findings



Key Findings

1 in 100 homes Renovated Since 2004



Modeling and Methods

- *Linear regression model use to predict home price*
 - *Log transformations use lower effect of extreme values*
 - *Dummy variables used for categorical information*
 - *Linear regression modle was able to explain 84% of data*
 - *Coefficients/Key indicators (explain on next on slide)*

Results

Feature	Cost of Feature
Waterfront	\$23,400
View*	\$12,120 - \$19,390
Grade**	\$16,780 - \$40,090
Zip Code	up to \$71,580
Basement	\$58,023

* View is broken into 5 options ranging from 0(no view) to 4(best view). The top 2 view are reflected in this chart.

** this chart reflects grades 9 thru 12, on a scale from 1-13.

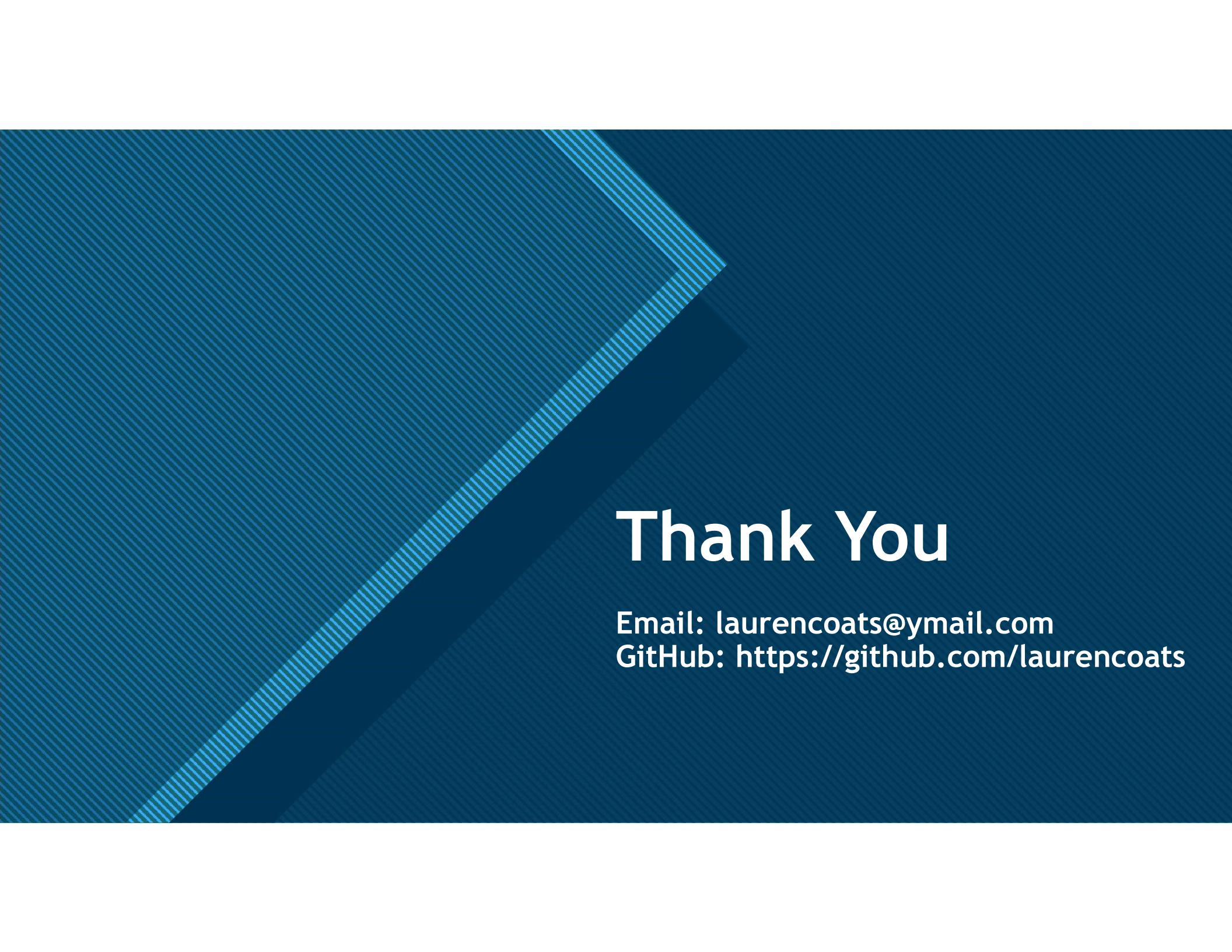
Conclusion

Favorable Home Types

- *Unrenovated*
- *< 9 grade*
- *< 6 bedroom*

Future Work

- *Figure what makes a grade 8 home vs grade 13*
- *Compare our target home type to the target home of other shows on HGTV*
- *Going to the location and create our own view column for certain areas*
- *Reverse engineer the Linear regression to see what type of home we can get with in a price range*



Thank You

Email: laurencocoats@ymail.com

GitHub: <https://github.com/laurencocoats>