

King County Real Estate

Housing Analysis

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SUMMARY

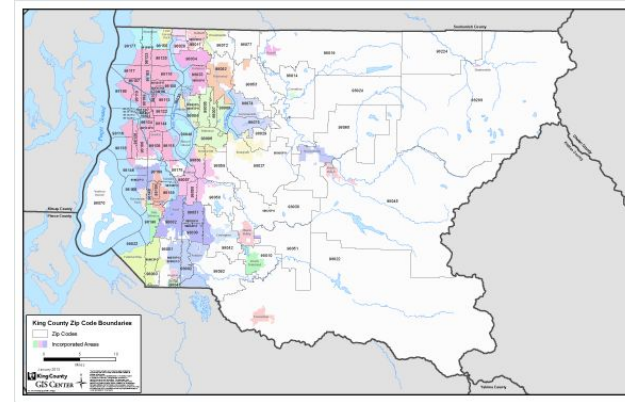
Descriptive analysis and modeling reveal which factors contribute most to housing prices:

- Square footage of the Living Space
- Income per Capita

BUSINESS PROBLEM

King County Real Estate has contracted us to investigate which features have the greatest impact on price.

We will help them create a model to assist in pricing homes before listing.



DATA & METHODS

Data:

- King County House Sales Data from 2014 to 2015
- 2014 Income Data from US Census Bureau

Avg Home Price: **\$515K**

Avg Sq Ft Living: **2,005 sq/ft**

Methods:

Ran several iterations of linear regression models on home features to see which impacted price the most

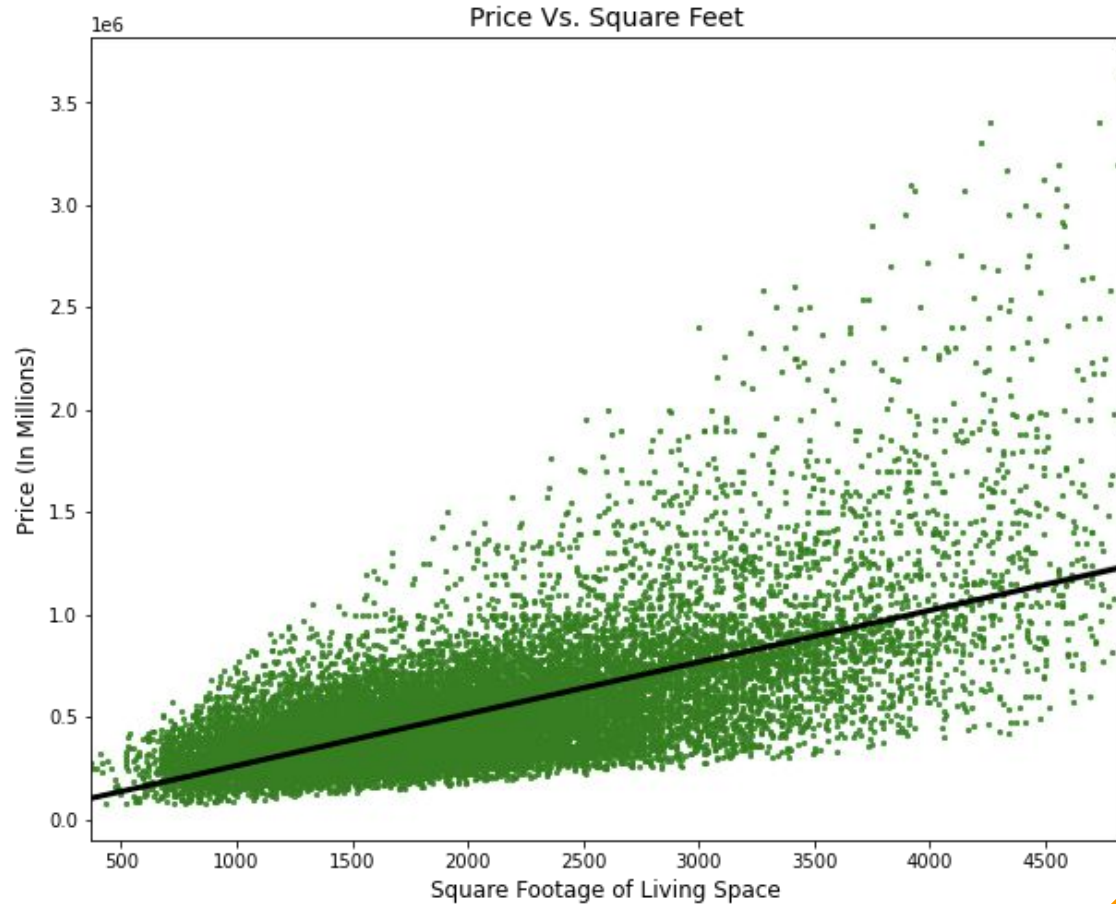
RESULTS

Prediction Accuracy:

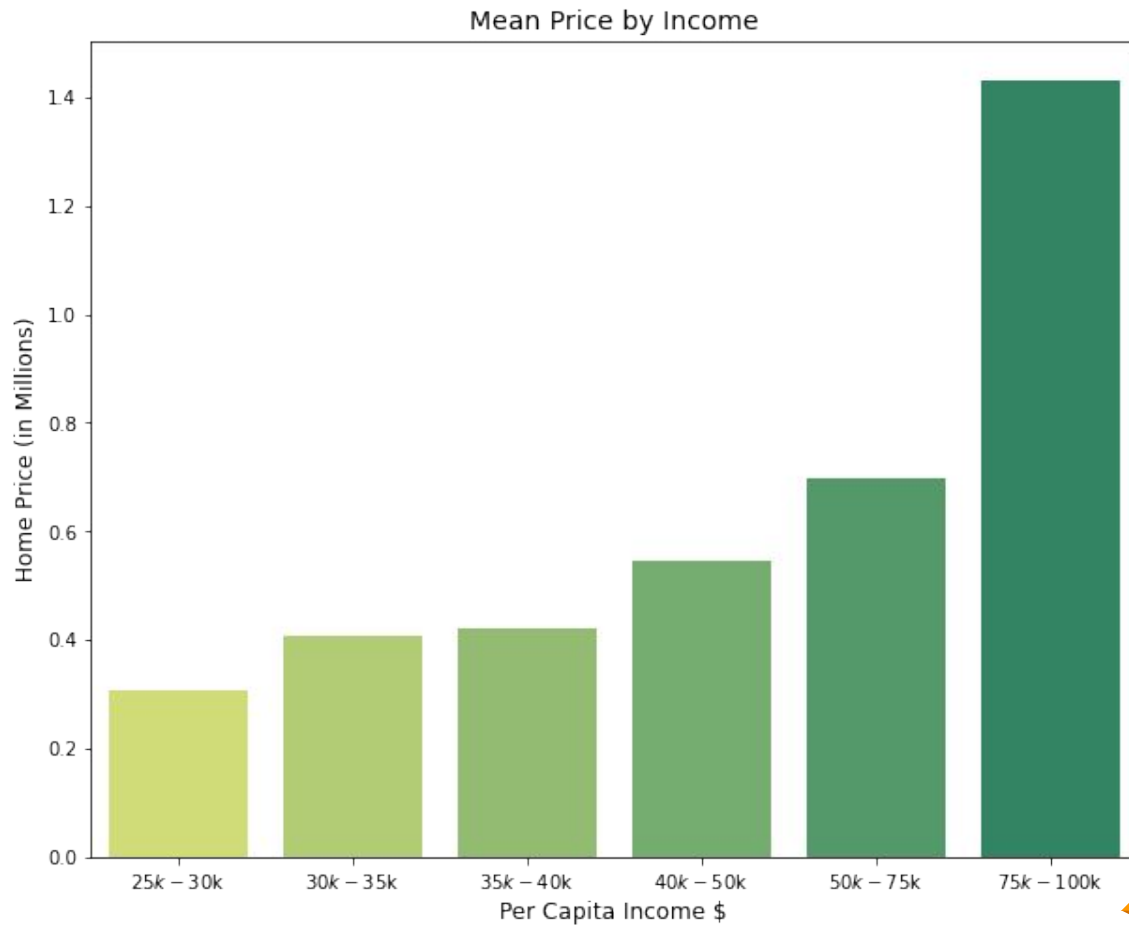
The variables included in the model accounted for about 67% of the variation in price.

The price prediction was +/- \$201,491 from the actual price.

Square Footage of Living Space



Income per Capita



CONCLUSIONS

We can predict the price of a home to help list it on the market using these features:

1. Square Footage of Living Space
2. Income per Capita

FUTURE INVESTIGATION

1. Expand data to include years beyond 2015.
2. Include property tax information to better predict price.
3. Explore neighborhood features such as school districts & public transit

THANK YOU!

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