



MARKET INSIGHTS

By Lena Müller



Introduction & Analysis Overview

Client Context

- William Rodriguez is looking to buy two properties:
- a country house focused on value and timing
- a centrally located city house, which he would like to buy fast

Data Overview

- **Time span:** Housing sales from 2014–2015
- **Location:** King County area (urban and rural regions)
- **Dataset size:** ~22,000 property transactions

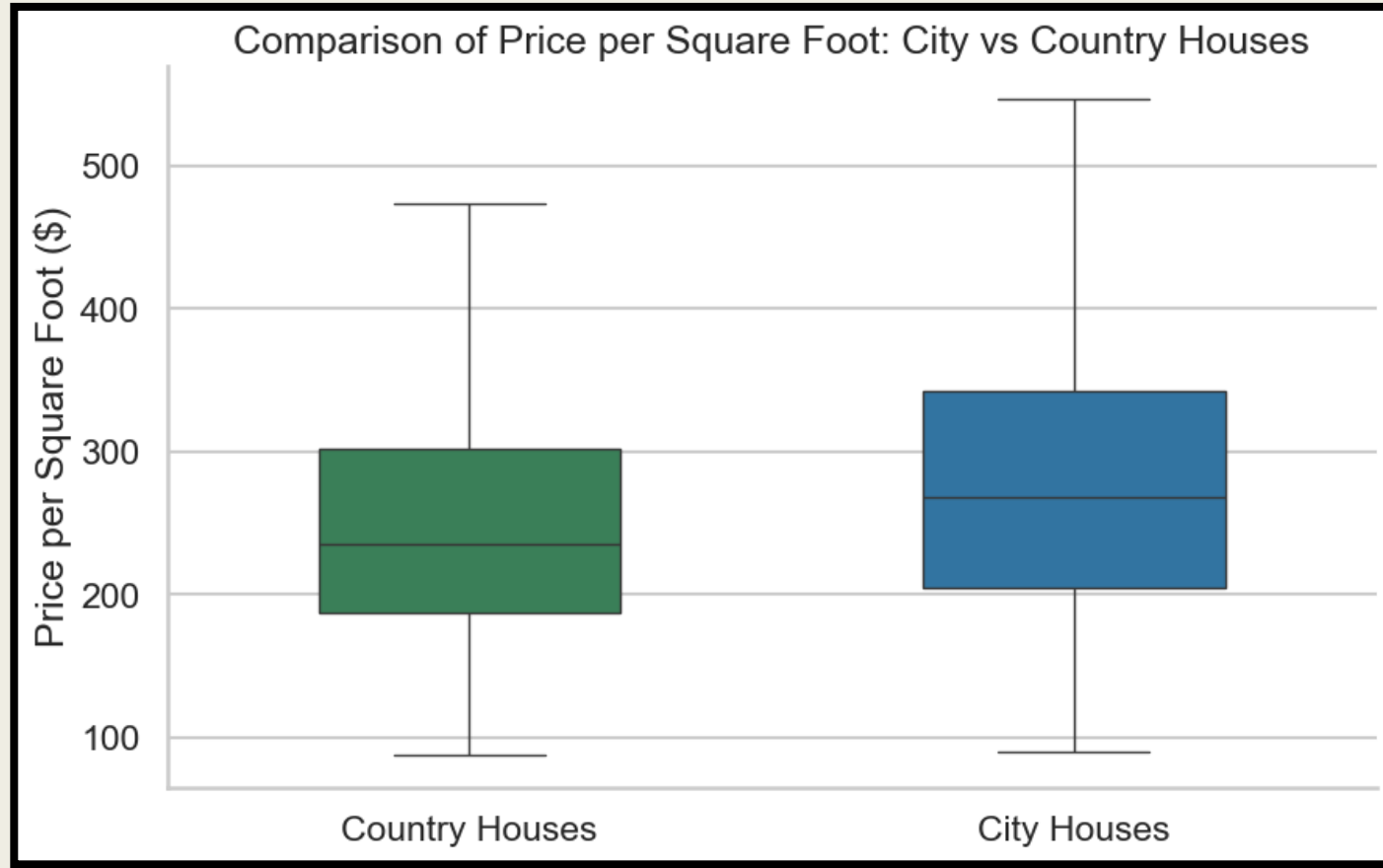
Main Hypotheses

1. City houses in central locations tend to have higher price efficiency.
2. Renovation has a smaller impact on price efficiency in rural markets.
3. Higher price efficiency clusters geographically in central urban areas.

Central locations show higher demand based on geographic price patterns.

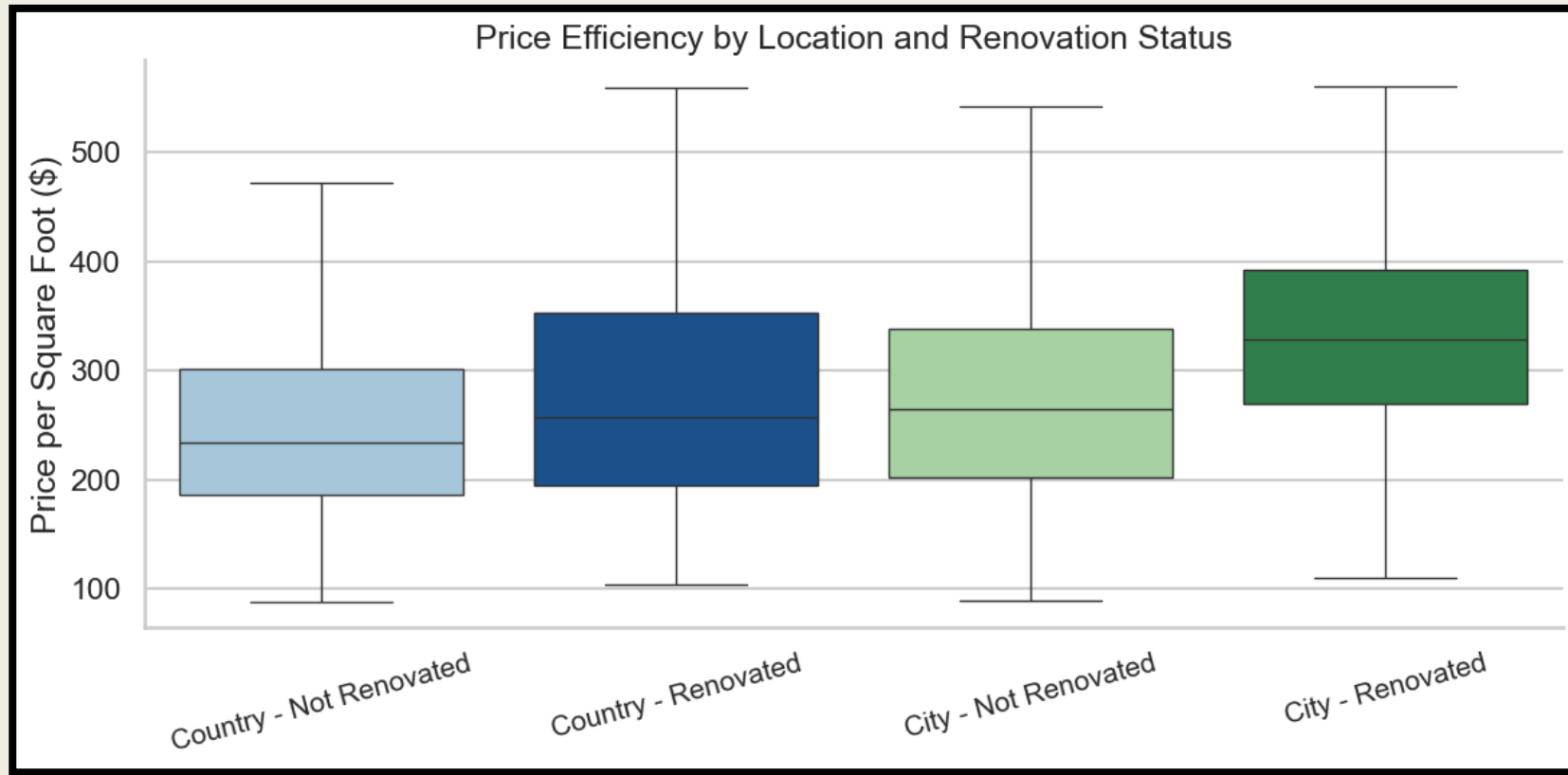


Central locations show higher demand based on geographic price patterns.

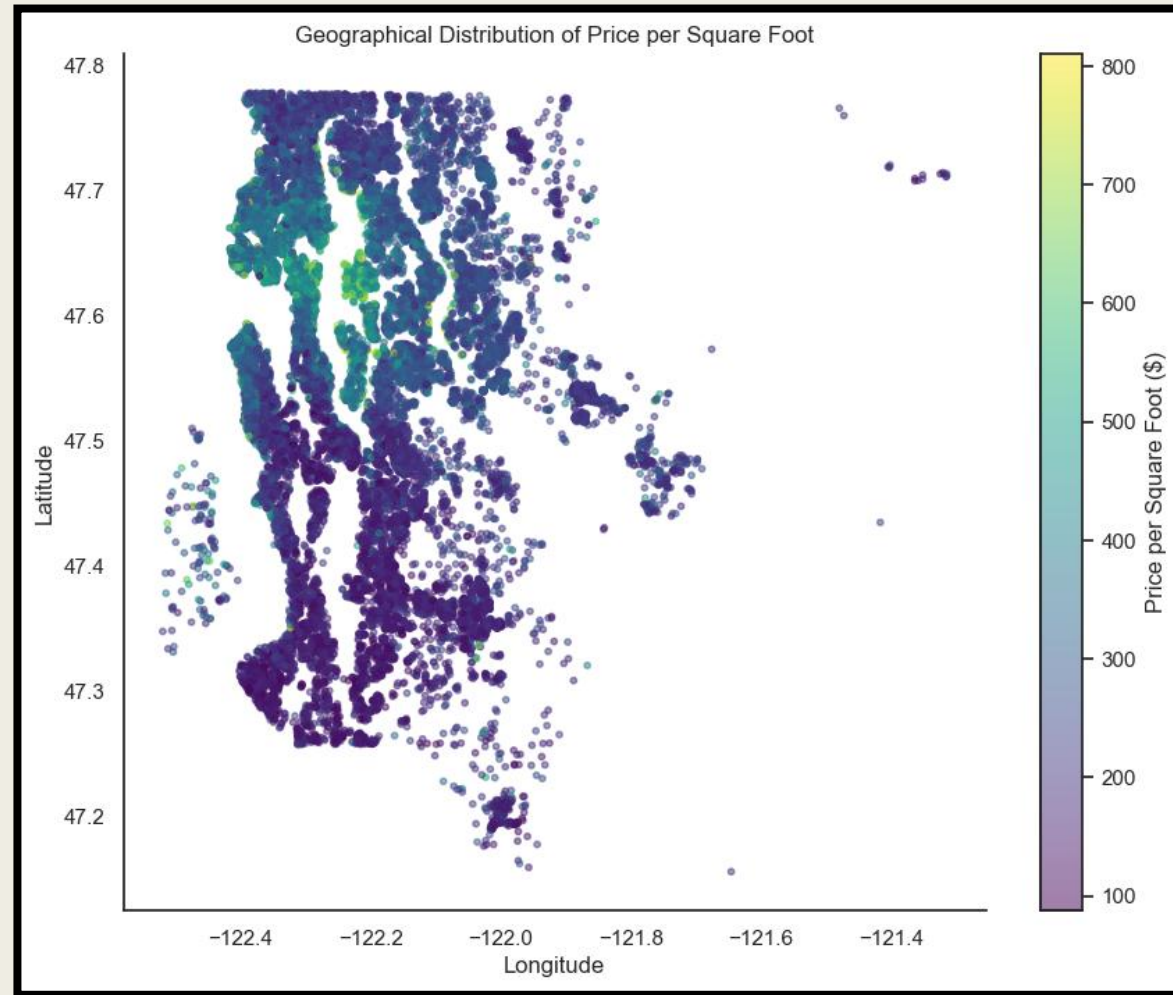


City houses in central locations show higher price efficiency

Renovation has a smaller impact in rural markets



Price efficiency clusters in central geographic areas



Central areas show stronger demand compared to rural regions

Final Recommendations

- Central city property -> higher price efficiency
- Smaller urban homes -> achieve markets
- Non-renovated country homes -> still good value