# Phase 2 Project
# Leah Pope

*Flatiron Cohort: 81720-ONL-DS-FT*

*10/16/2020*

# The Business Problem

*Persona* – Buyers looking for scenic homes in King County, WA
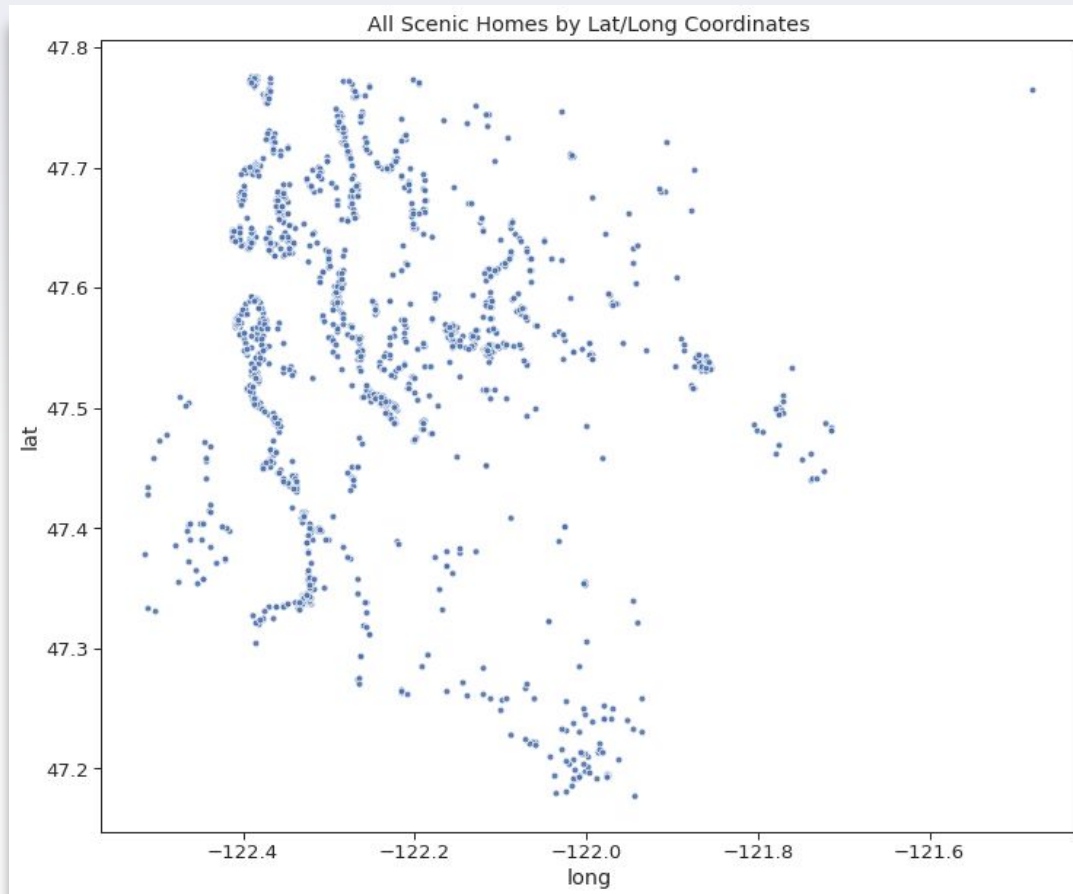
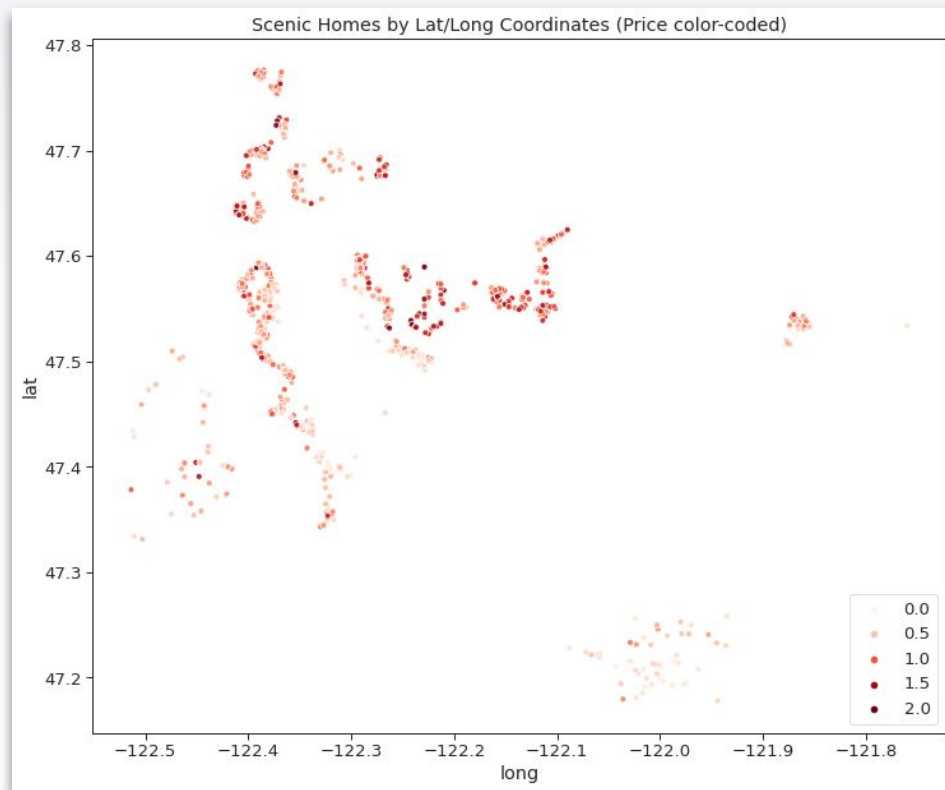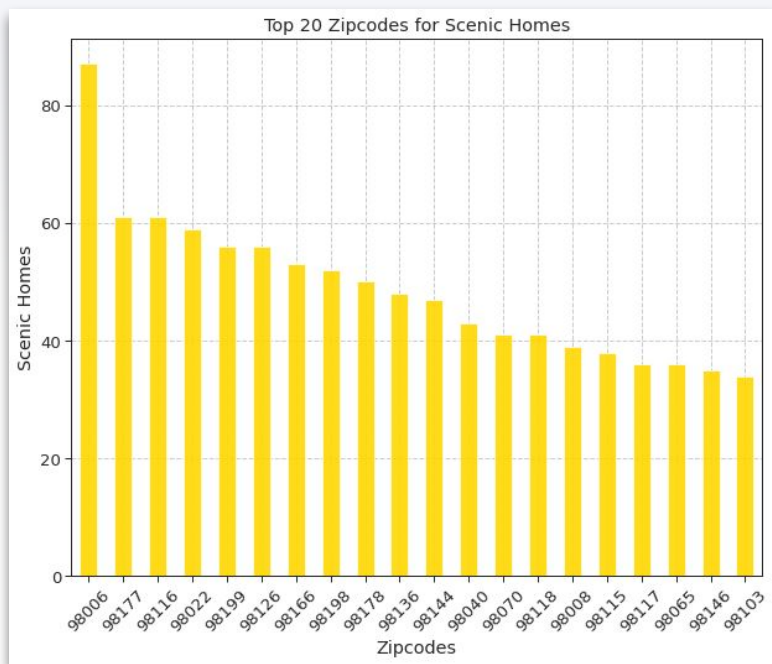*Needs* – "We want to know

# 1

# Locating Scenic Homes

# Where are scenic homes located?

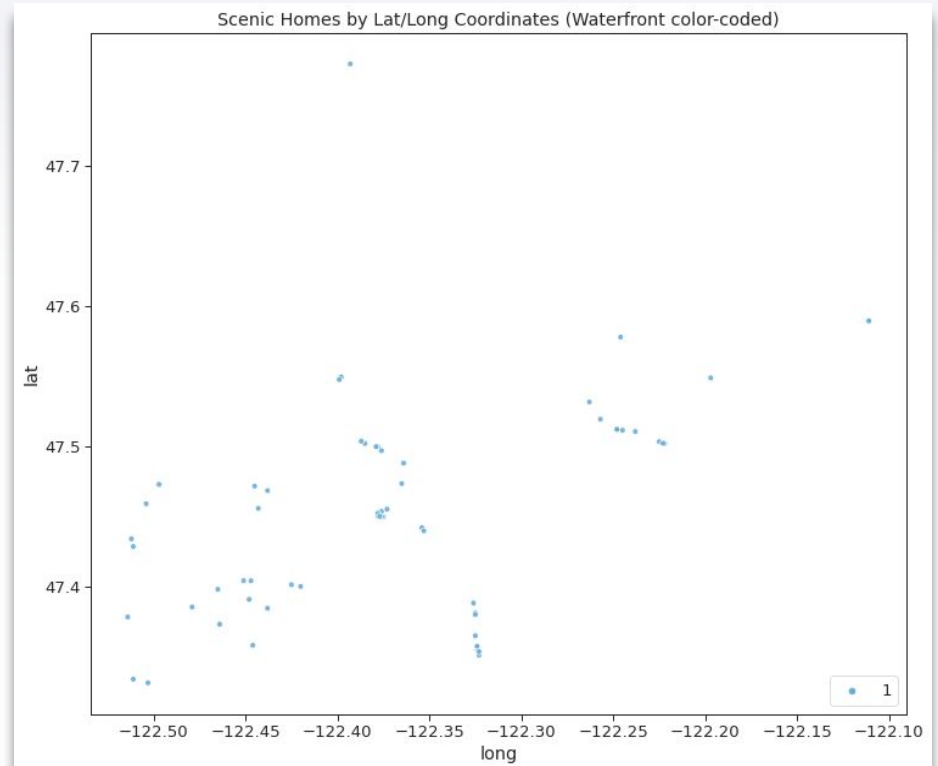"Scenic" means waterfront and/or a higher than average view score.

Scenic homes are spread throughout King County. Narrow the field.



All Scenic Homes by Lat/Long Coordinates

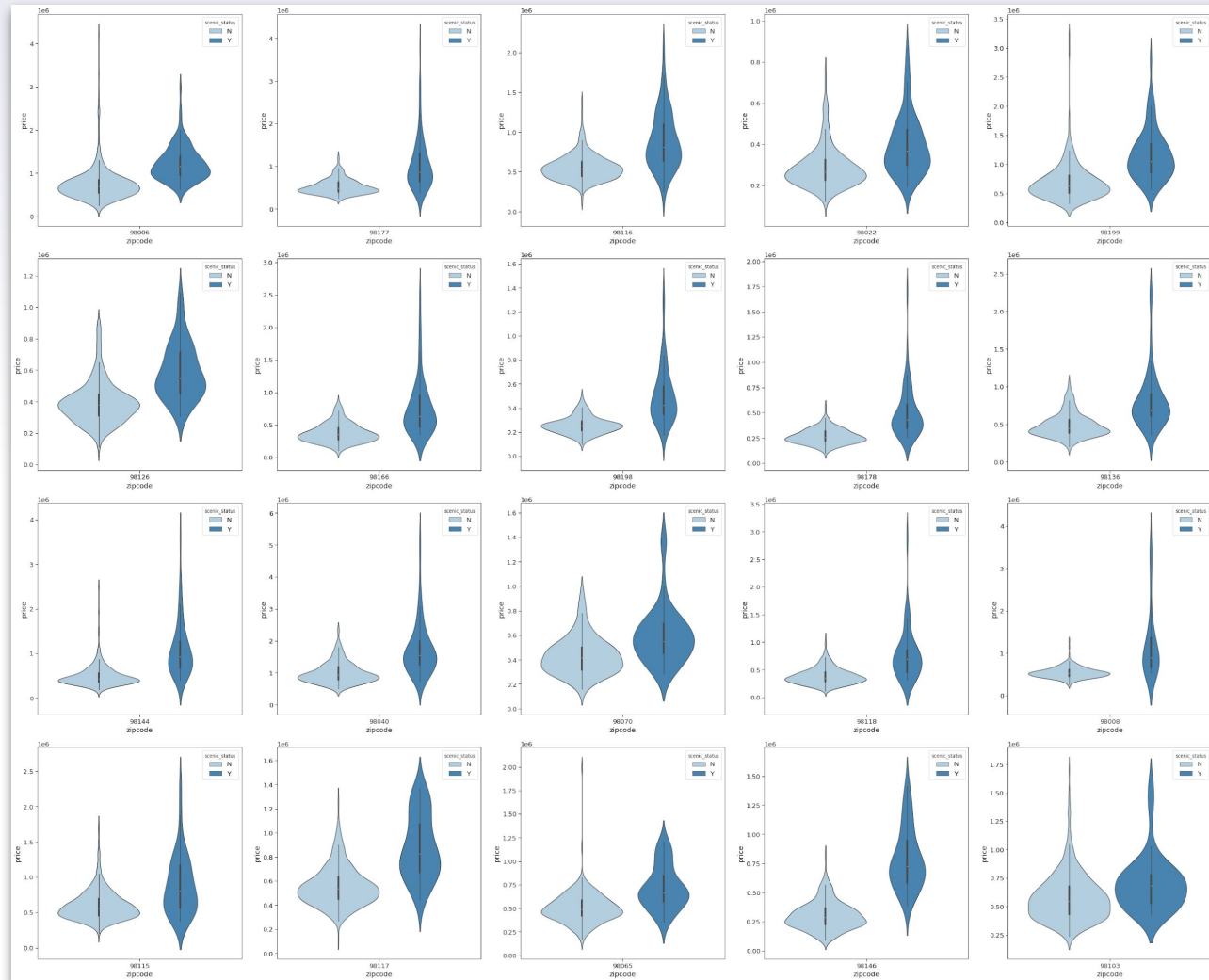# Narrow to Top 20 Zipcodes

# View vs Waterfront
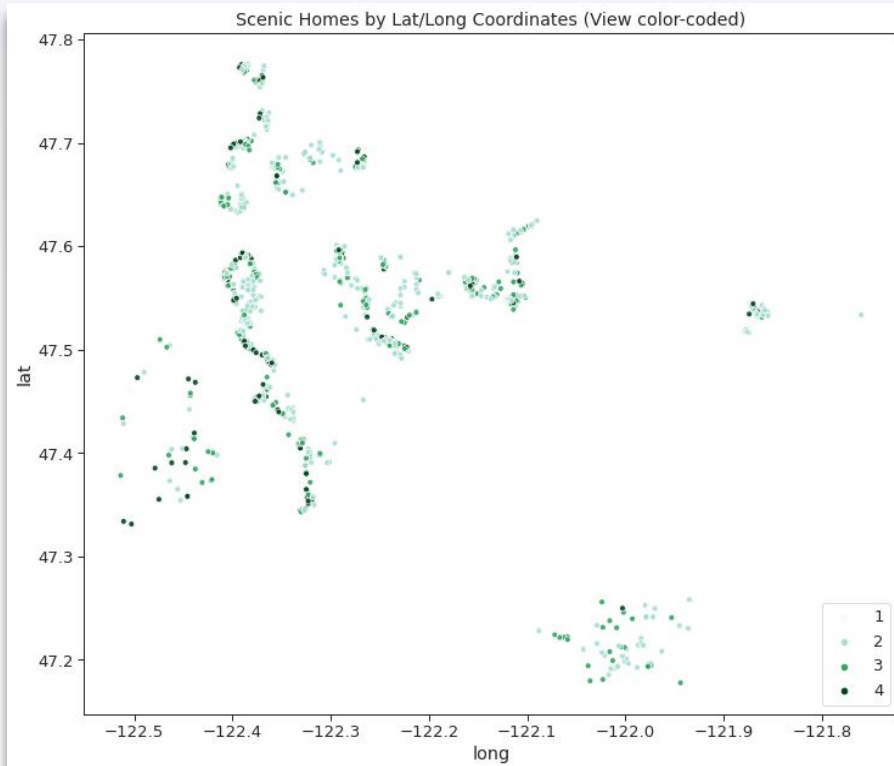
# Price Diff?

YES

Scenic home prices tend to be higher than regular home prices.

**2** Predicting Home Prices

# Price Prediction

- Multivariate Linear Regression model with *20* features
- *Grade* features were very influential
  - 12, 11 & 10 (Above Average Grade) had the most *positive* correlation to Price
  - 4 ,5, 6 & 7 had the most *negative* correlation to Price
    - Grades <6 aren't up to Building Code
- *View* features were also influential
  - All 4 View Rankings had *positive* correlation to Price
  - Order of influence: 4, 1, 3, then 2

# THANKS!

## Any questions?

You can find me at:

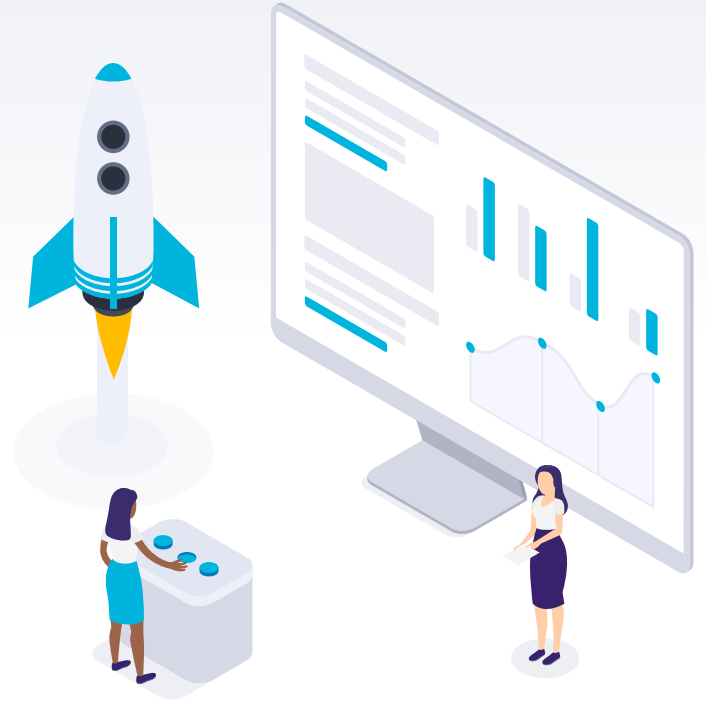- ▸ leah@metisconsultingllc.com

- ▸ https://www.linkedin.com/in/leahspope/

- ▸ https://github.com/lspope/dsc-phase-2-project-online

# Appendix

# Future Work

# New Persona: King County government officials

**Improvement Trends**

What percentage of homes are being renovated?

What types of homes (large/small/historic/older) are being renovated?

**Tax Assessment Insights**

Are homes that are larger than neighboring homes getting a 'tax break' in being compared to smaller properties?

**Home Quality Insights**

Are there differences home quality between zip codes/county subregions?

# Price Prediction: Subregions

**22 Subregions**

Region titles indicate King County has a mix of Urban and Rural areas.

**Model per Subregion**

Create models for each Subregion instead of a single model trying to predict across a wide range of residential areas.

# Credits

Special thanks to all the people who helped me during this project!

- Cohort Members, Instructor: Rafael Carrasco, Ed Coach: Talia Salzberg Horowitz
- Colleagues, Friends, and Family for moral support and encouragement!

# Presentation Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Illustrations by Sergei Tikhonov
- Photographs by Unsplash

# THANK YOU!

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