**Project goal:** The goal of this project is to identify segments of residential houses that are more likely to be sold to an investor instead of being listed in the market.

Files available for analysis:

**combined\_output.csv:** This file has all the direct mailing history for the last two years. Important columns in this files CurrentAVMvalue, equityValue, EquityPercent, LOO and Age, FinalOwnerType

CurrentAVMvalue: This column is the current market valuation of the property.

Equity Value: This is the portion of property value ($)owned by the property owner.

Equity Percent: equityValue shown as percentage of CurrentAVMvalue.

LOO: This is the length of time this property is owned by the current owner. Pay attention to properties with missing LOO. They are old and more likely to convert.

Age: This is the age of property. Pay attention to properties with missing Age. They are very old and more likely to convert.

FinalOwnerType: This column has two values AO and OO. AO means absentee owner and OO is owner occupied. AO is more likely to convert than OO.

**StuckAcqs\_4thDecember2025\_analysis:** This file has actual conversions from the marketing campaigns above. Important columns in this file.AVM,Equity,Mortgage,LOO and Age,Gross Margin, Listtype

AVM: This is same as CurrentAVMvalue

Equity: This is the same as equityPercent in the file above.

Mortgage: is the pending mortgage from the property. equityValue can be derived as AVM-Mortgage.

LOO: Same as LOO mentioned in the file above.

Age: Same as Age mentioned in the file above.

Gross Margin: Profit made on each property.

Listtype:Same as Final ownertype mentioned above.

Cluster combined\_output.csv and estimate profitability of each cluster based on GrossMargin in the second file.

We will use these segments to mail the most profitable segments.