

# Homes Prices In King County

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# Overview

- **Business Problem**
- **Data Understanding**
- **Modeling**
- **Results**
- **Conclusion and Recommendations**

# Business Problem



## Problem

Help real estate agents to offer advices for homeowners to increase their home values.



## Solution

perform a model to predict the price based on home features

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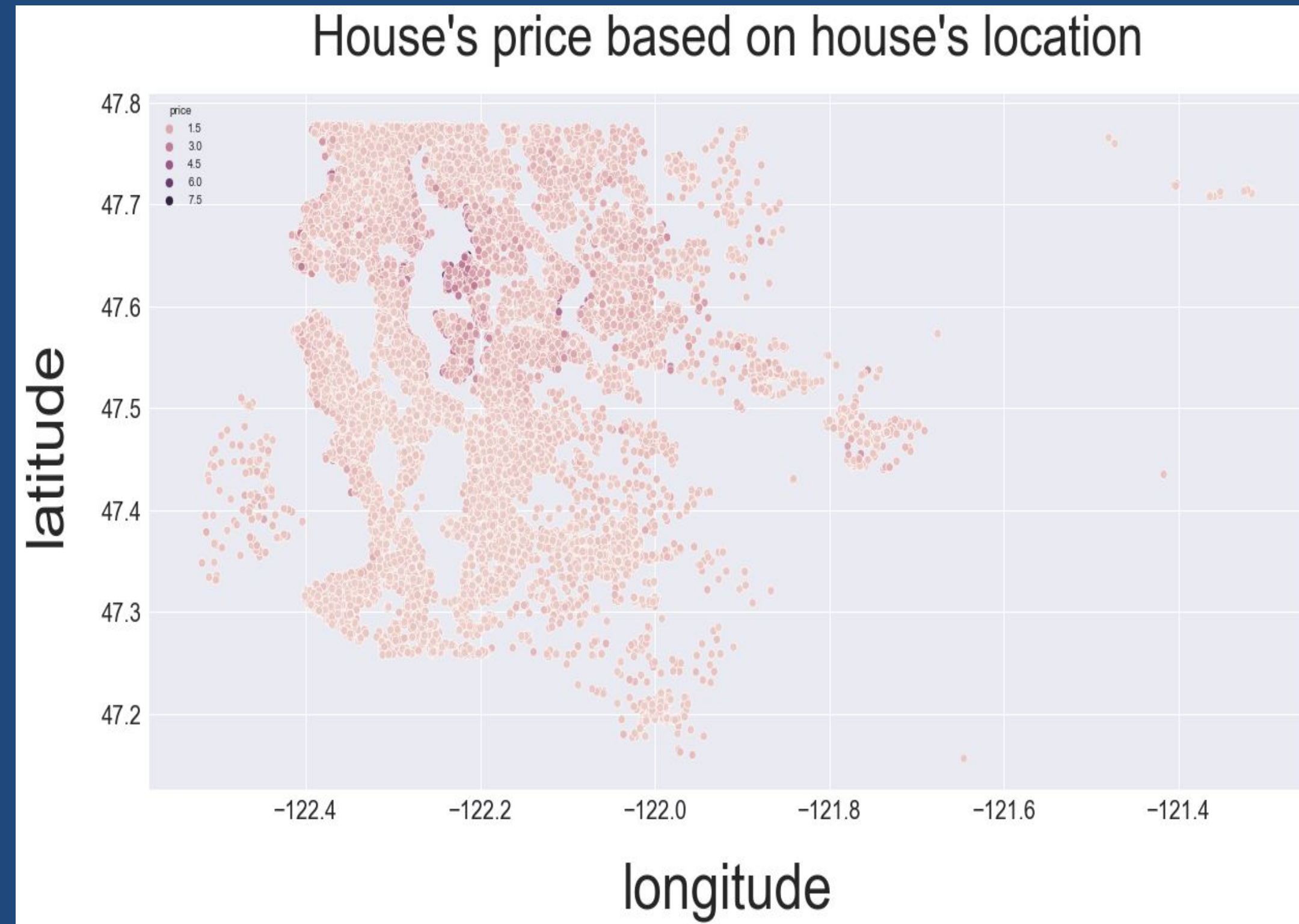


# Data

📍 **21,597 homes in king County, Washington**

📍 **Sold in 2014-2015**

📍 **Included information on home features**



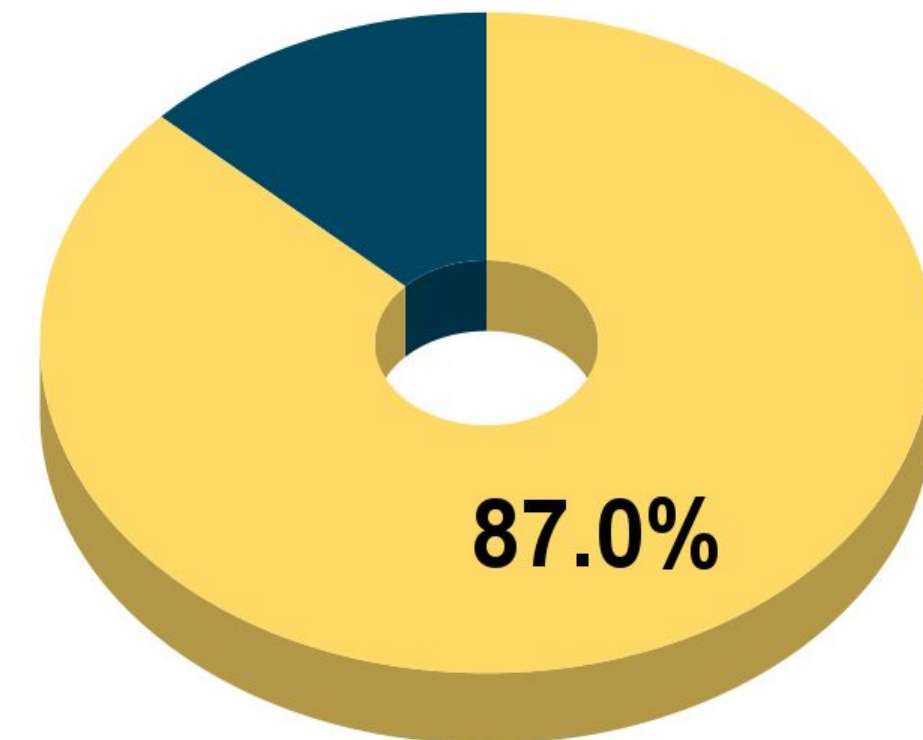
# Modeling

Multiple linear regression model

Included 76 features

Explained 87 % of the variance

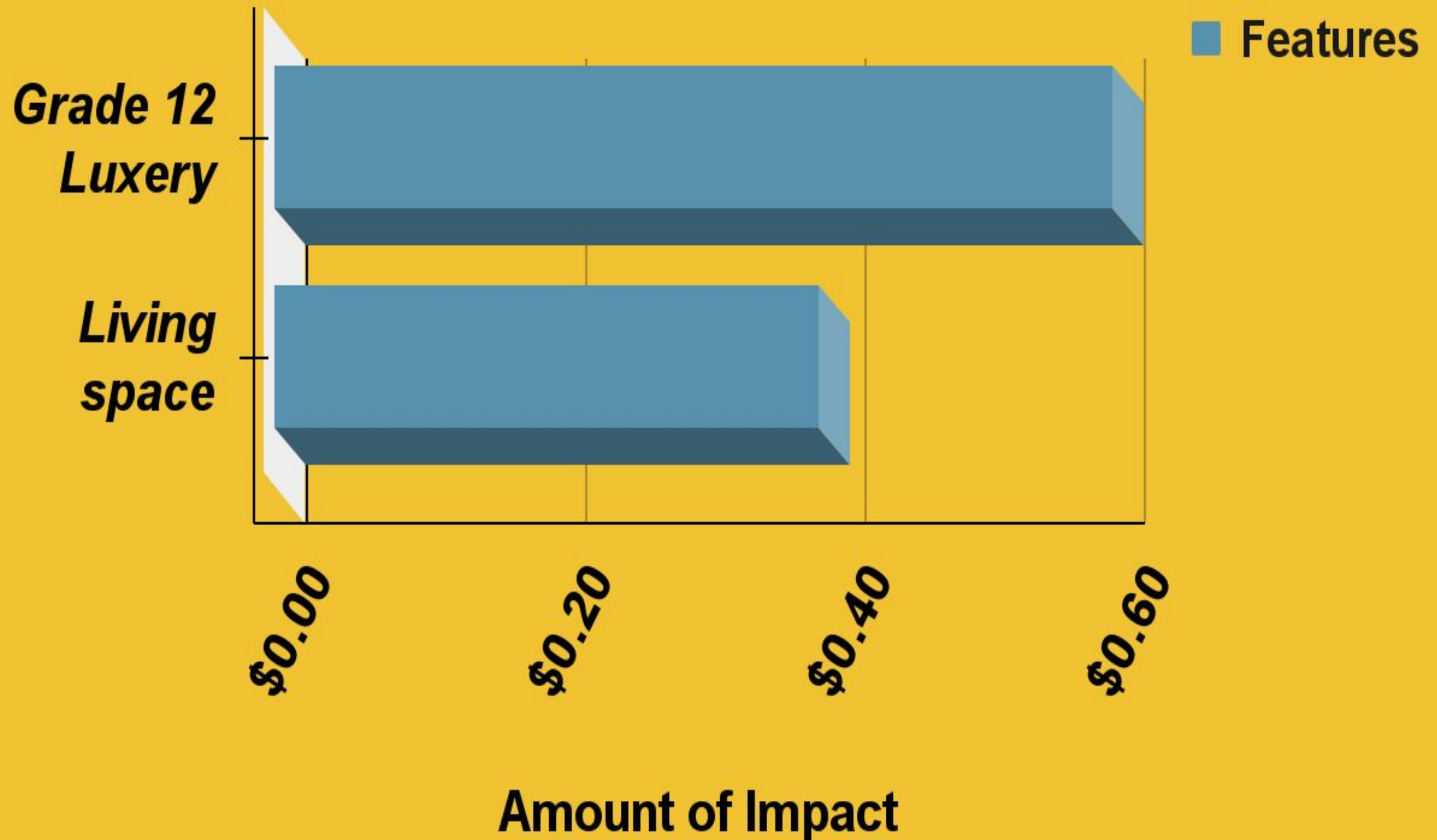
Model Performance



# Results

For 1% unit  
increases in  
feature

## Increases in home price based on home features



# Conclusion & Recommendations

1.

## Improve Homes Grade

- 📍 Home architectural design.
- 📍 Quality of construction materials.
- 📍 Grade 12 Luxury feature can increase the home's price by around 0.60%.

2.

## Improve living Space

- 📍 Add livable Square Footage  
price increases by around 0.39%
- 📍 Add Second floor  
price increases by around 0.03%





# Thank you

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