



King County Housing Sales Data



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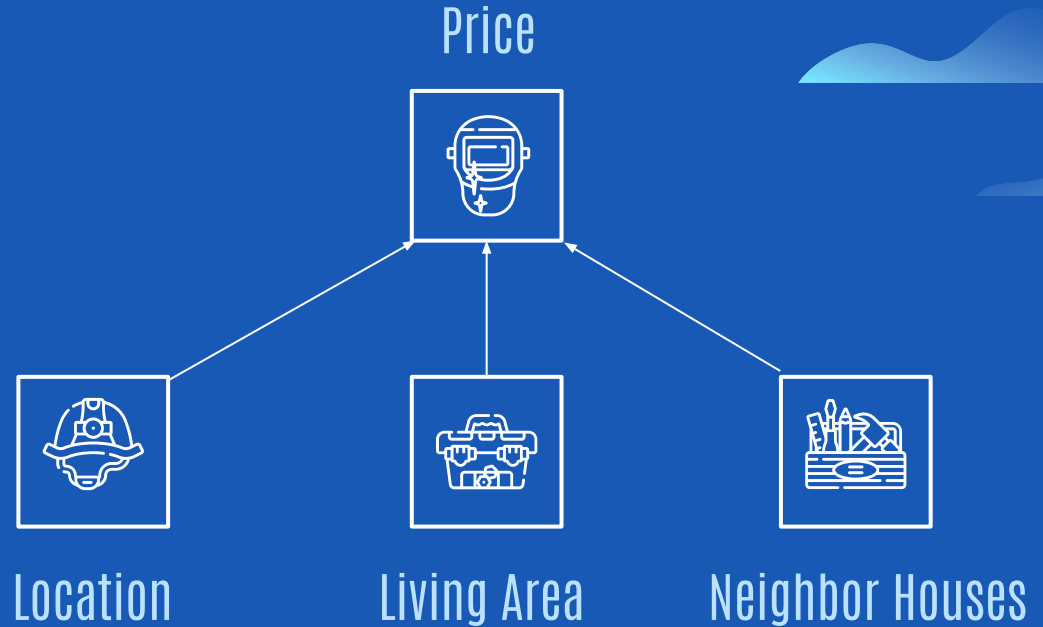


What factors influence
home sale price the
most?

Summary

Current Situation

- Marketing Recommendations
 - Renovations
 - New Construction



Data Sources



King County Housing Sales

> 21K sales
May '14 - May '15



Assessed All Available Features

>20 considered



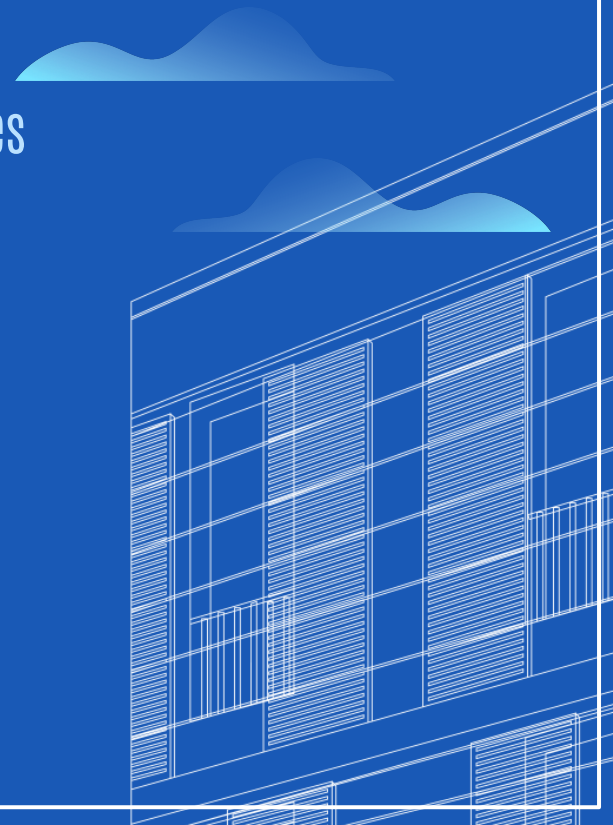
What's most relevant?

Included 12 Features

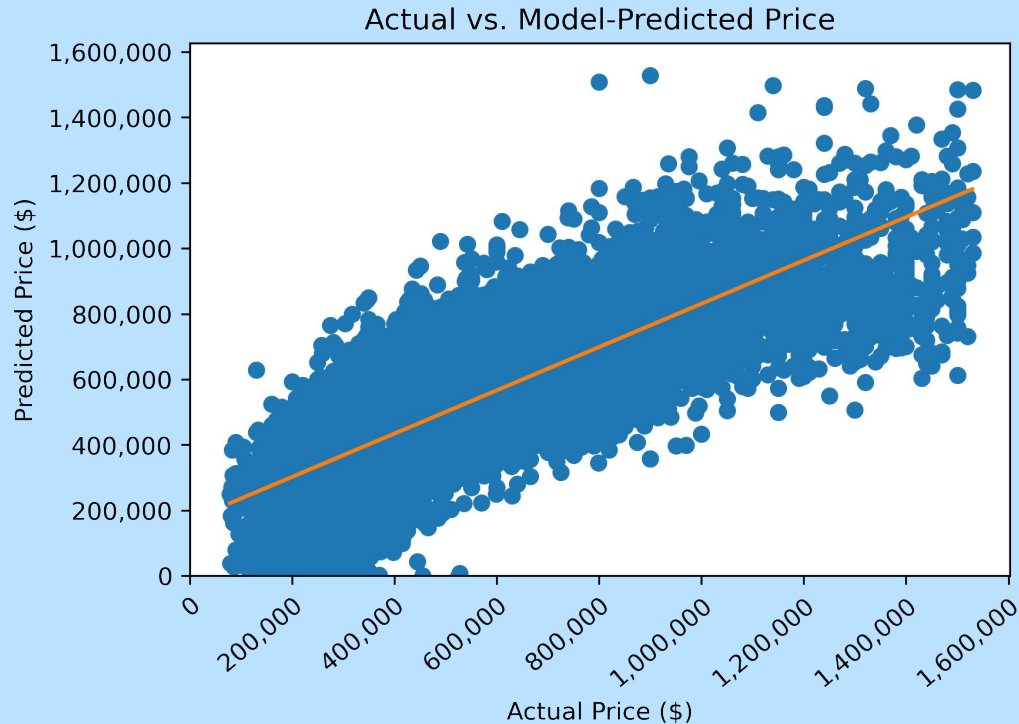


Outliers

Removed 4.1%



Final Model



Most Relevant Features

Location
Living Area
Neighbors Living Area

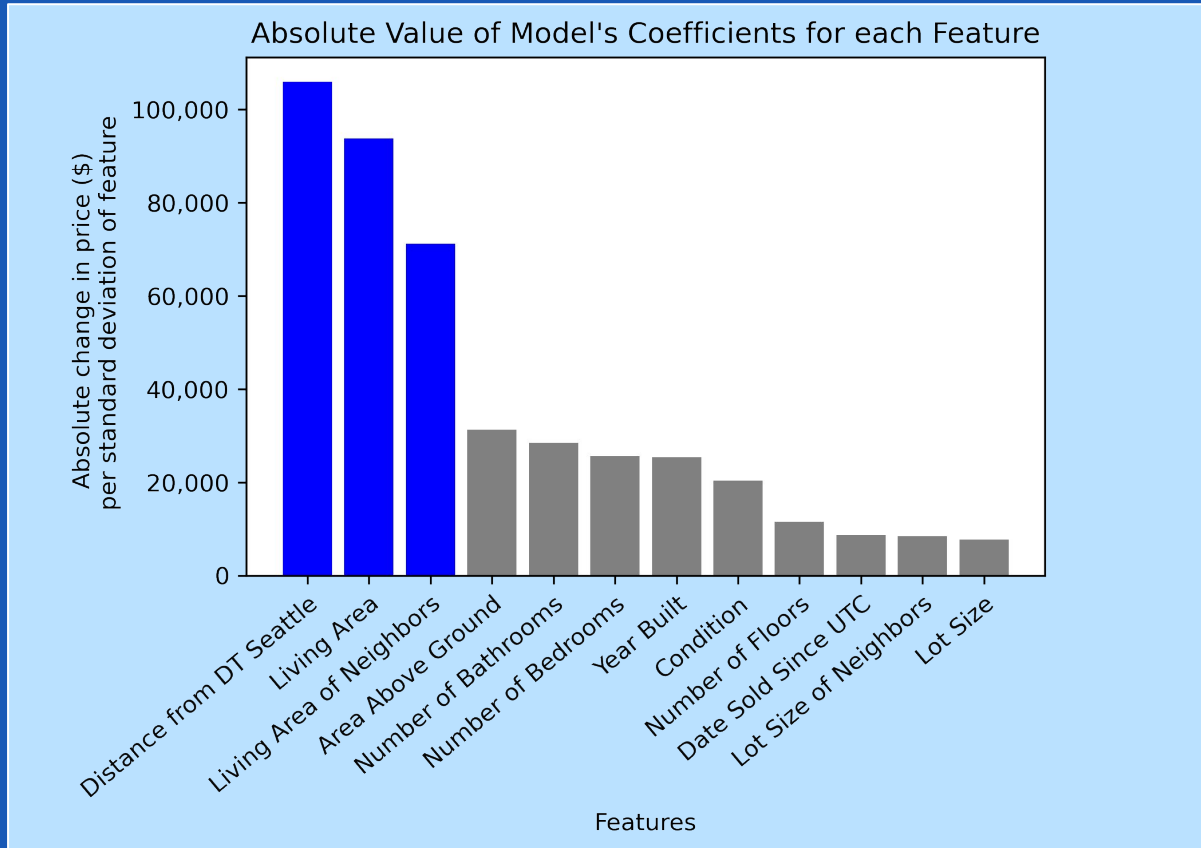
R squared

0.661

P-value

0.000

Features with the Most Impact on Price





Baseline Home

- 3 bed, 2 bath
- ~ 2,000 sq. ft.
- ~11 miles from Seattle
- ~ 2,000 sq. ft. for neighbors

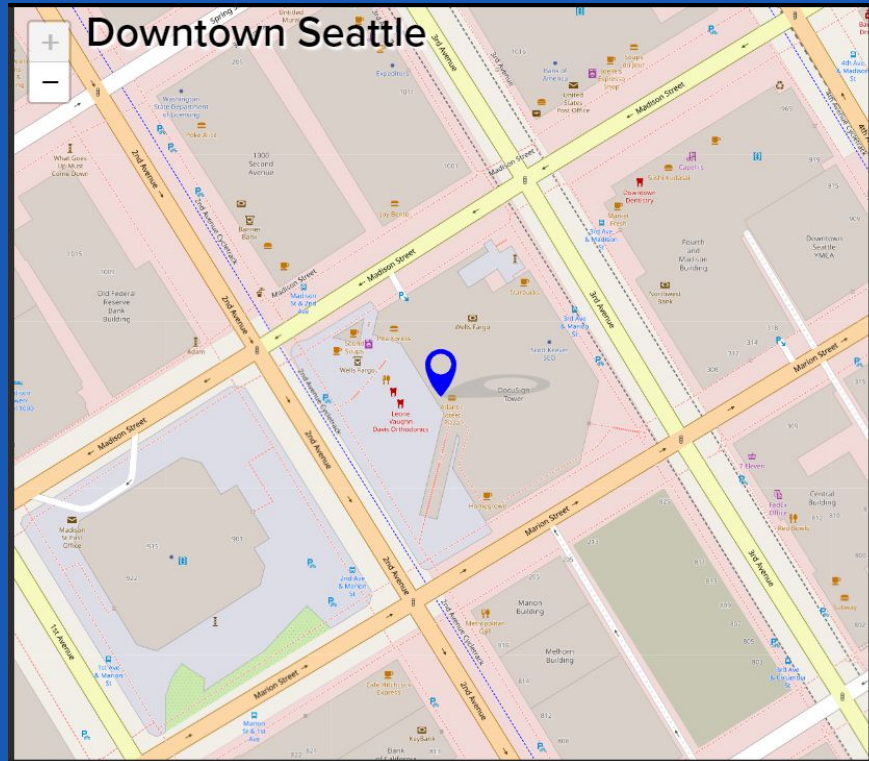
↓ \$16,271
for every mile

Location

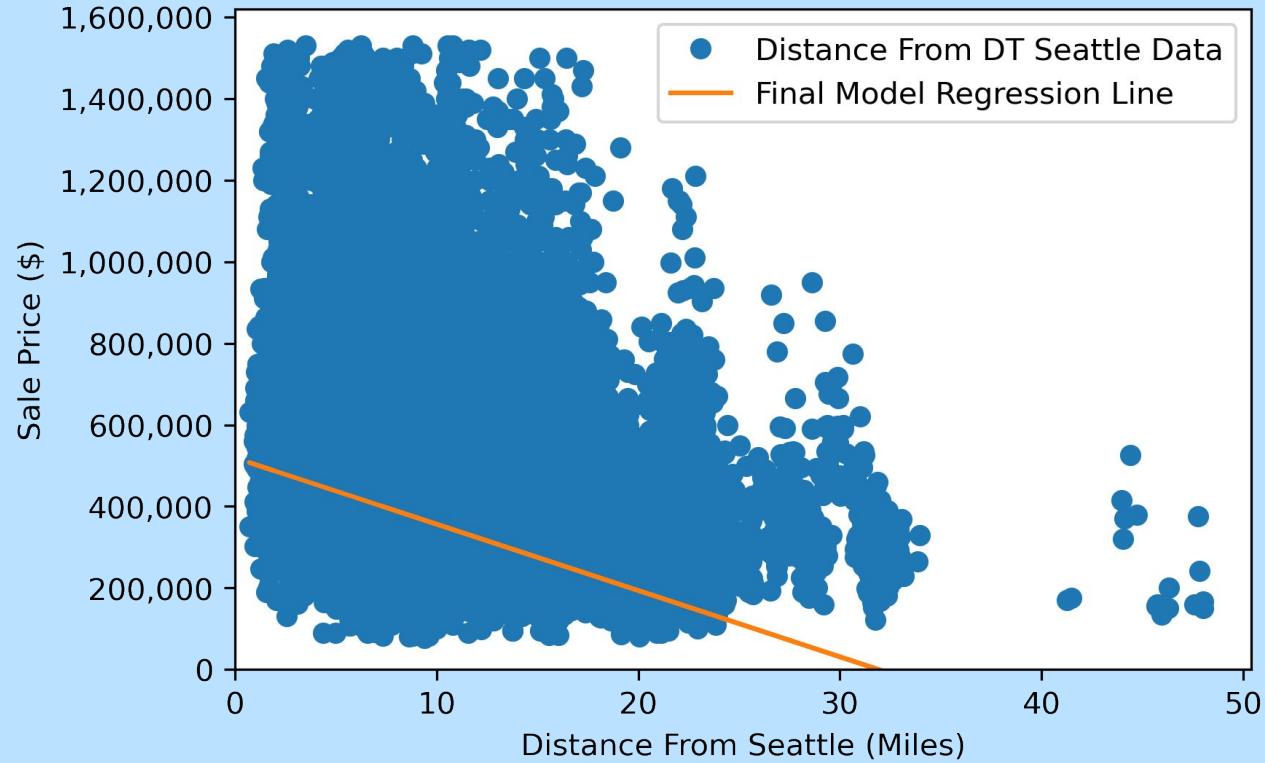
From downtown Seattle:



2nd & Madison



Distance From DT Seattle vs. Sale Price

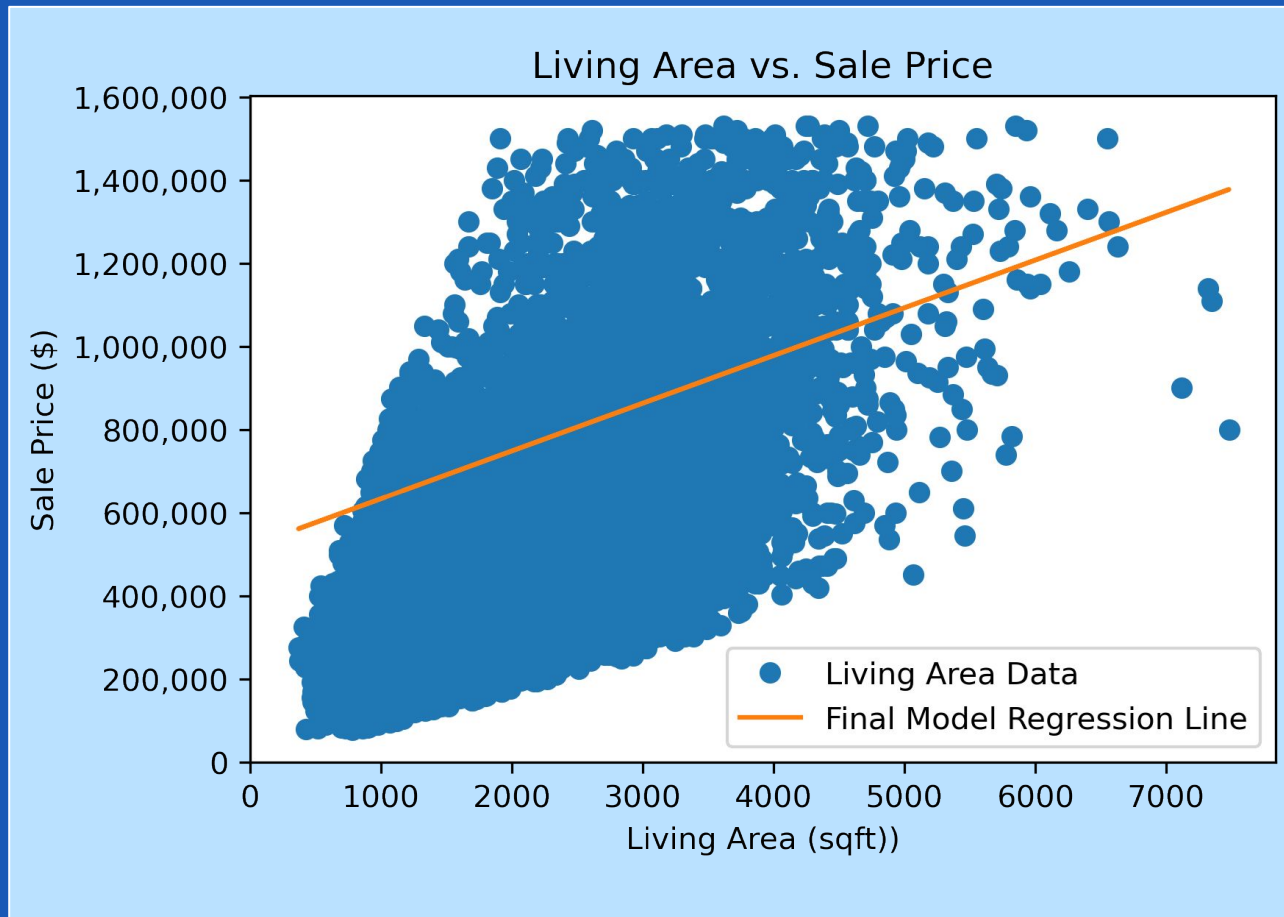


↑ \$114.76
per sq. ft.

Living Area

Main property

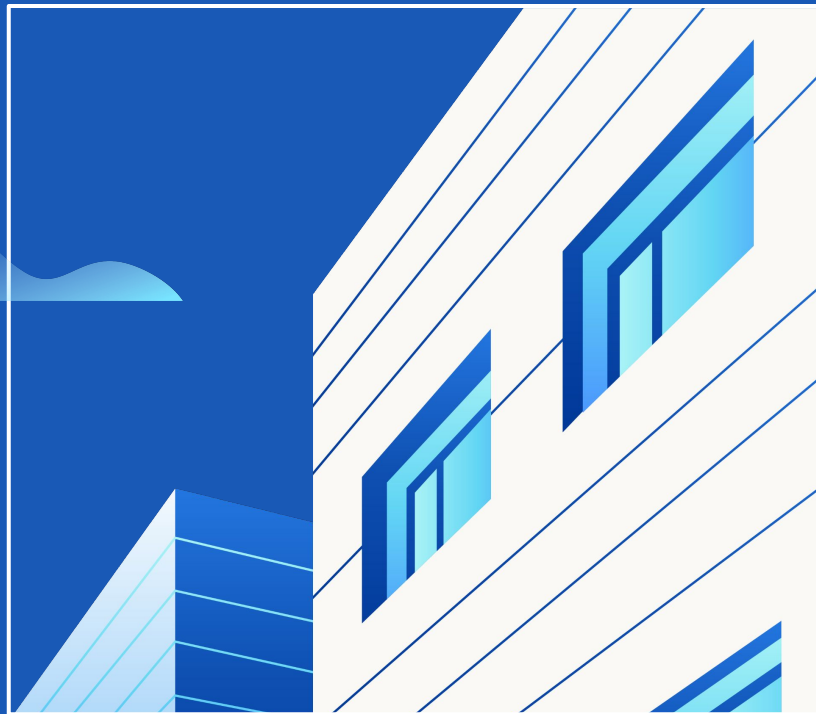


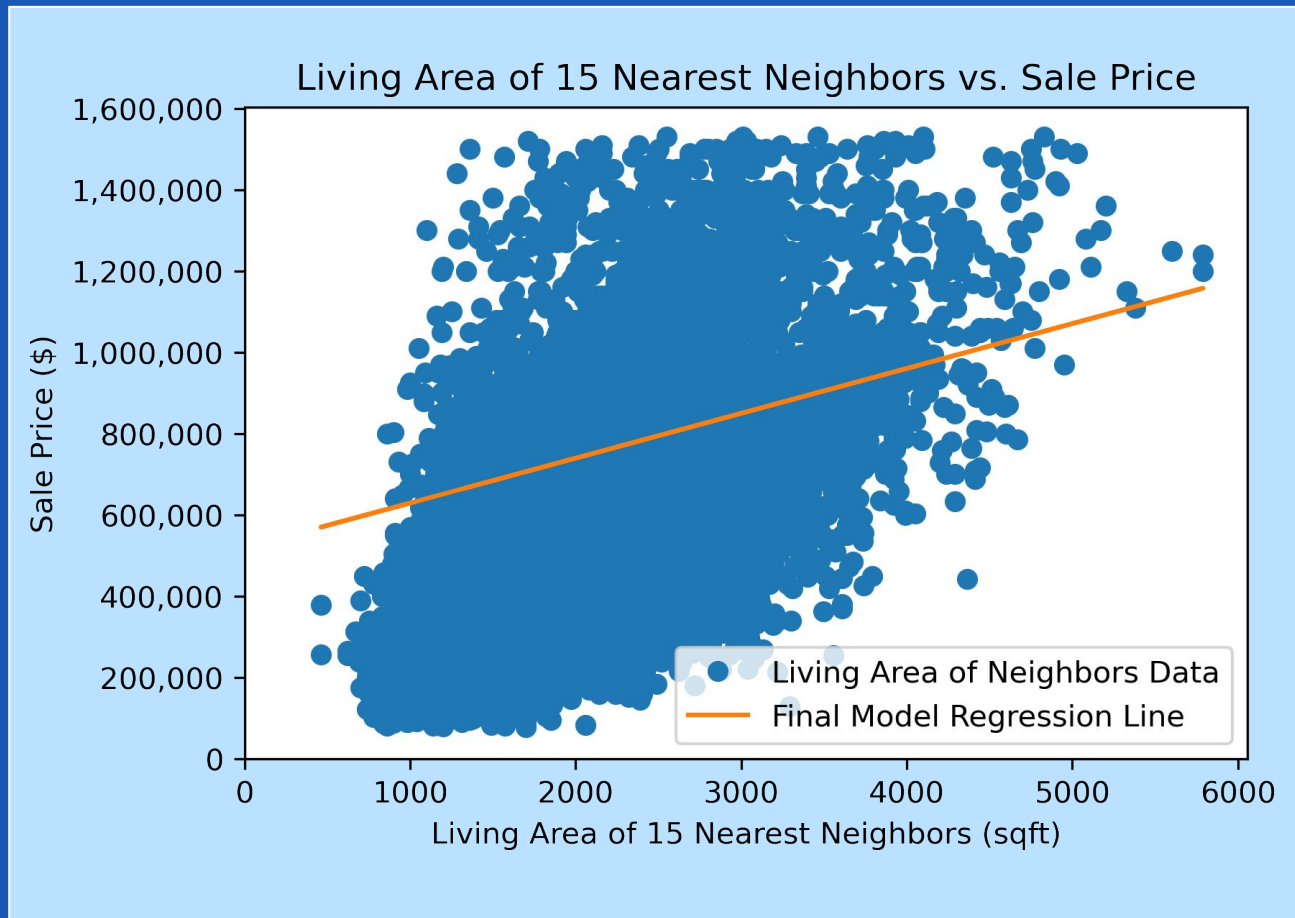


↑ \$110.30
per sq. ft.

Closest Neighbors

And the sq ft of their homes:

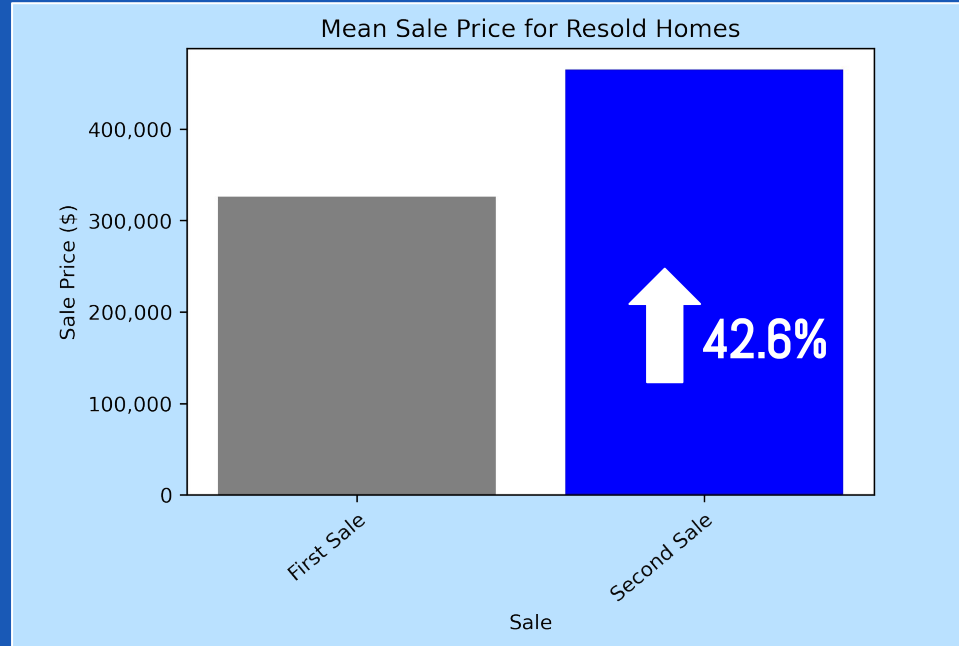




Considering Quick Resale

Significant Features

- Location
- Year Built





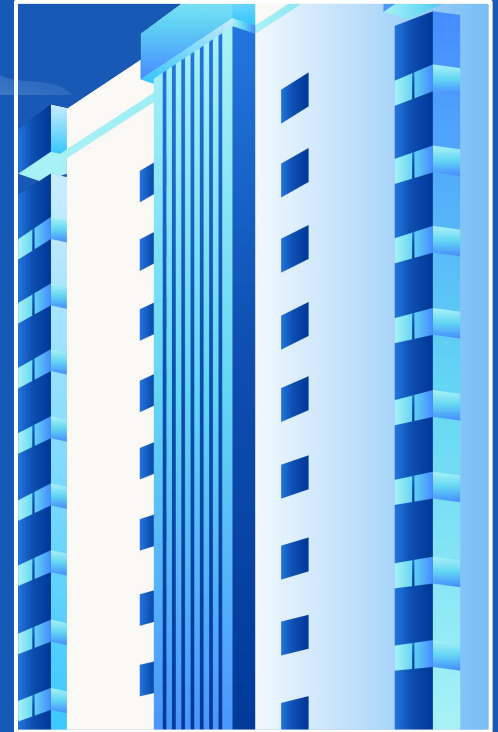
Summary

- Business goals
- Price →
 - Location
 - Living Area
 - Closest Neighbors

What's the next step? ...

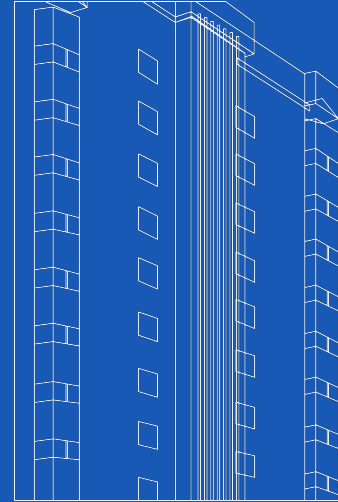
How to Refine Our Model

- King County Grade Reports
- Crime Statistics
- Voting Trends
- Water / Air Quality



Possible limitations

- Sales for one year
- Additional features





Thanks!

Do you have any questions?

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