



PROFIT PROPHETS

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Profit Prophets:

We predicting
Success with Precision.





Presentation



Data Analysis

Deeper insights in the data set



Customer Portrait

Presenting customer demands & underlying interests



Investment Cases

Presentation of best investment cases



Schedule

Advisory on market timing, both buy & sell side

01

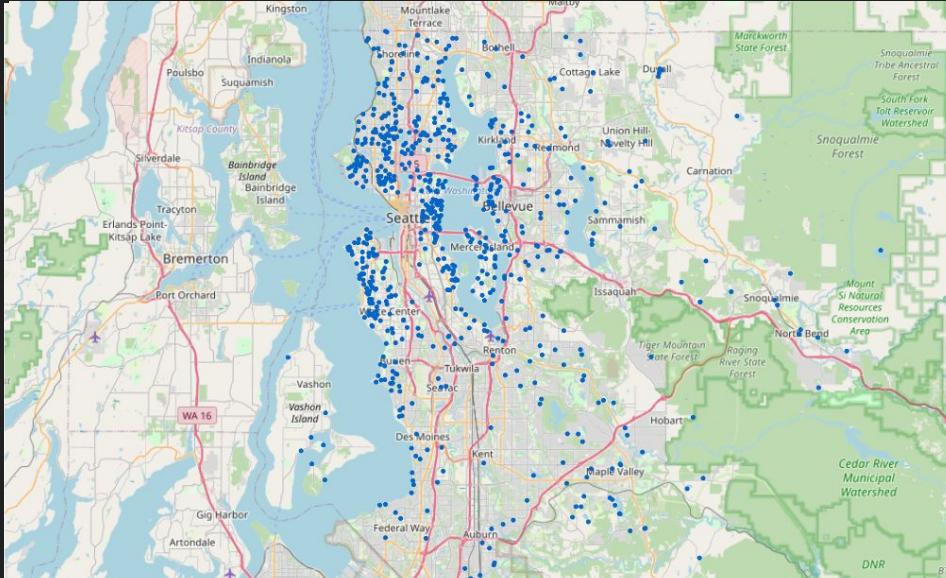
Data

Analysis





Focus: Renovations



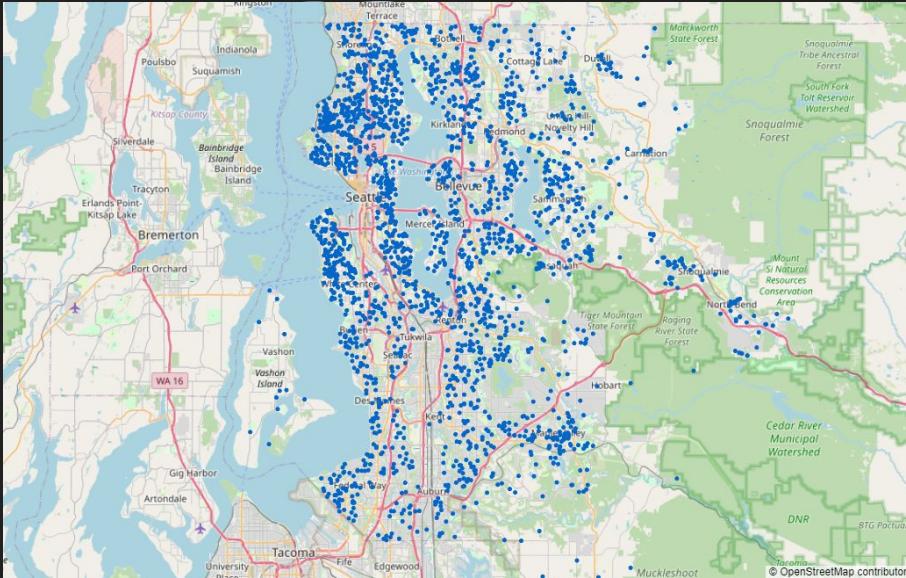
Houses that have been renovated

Where did people renovate?

City center way more renovated than outer 'rural' area

Caveat: not normalized by population / all data points

Focus: Data fixing



Houses with missing data for waterfront

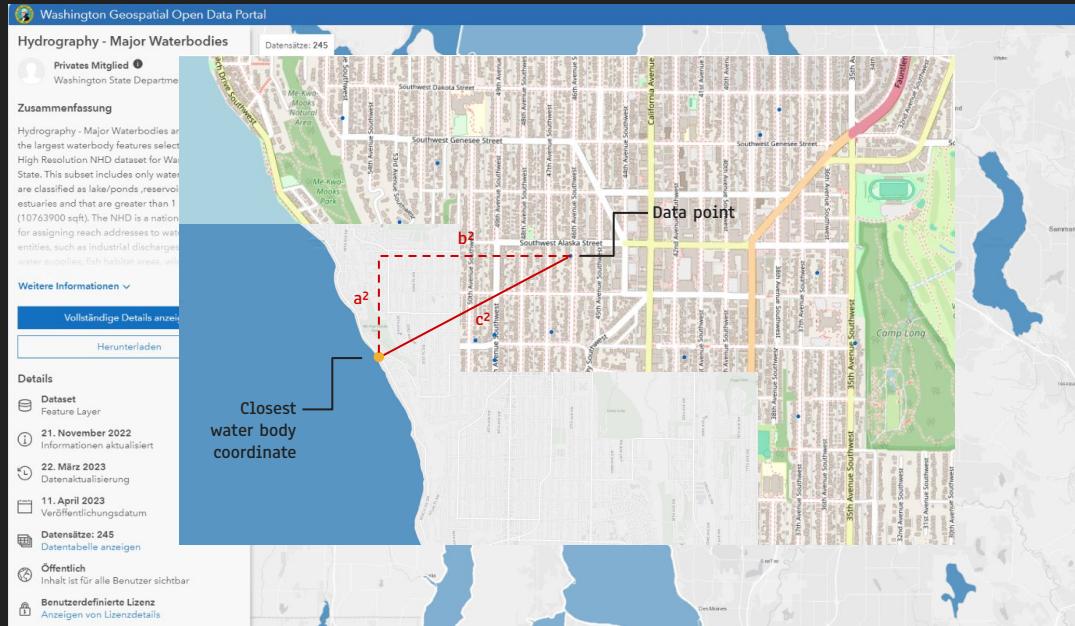
Can we reduce NaN
for waterfront?

Many cases where no lake
or river is nearby

How to isolate those cases?



Focus: Data fixing



Water bodies: Washington Geospatial Open Data Portal

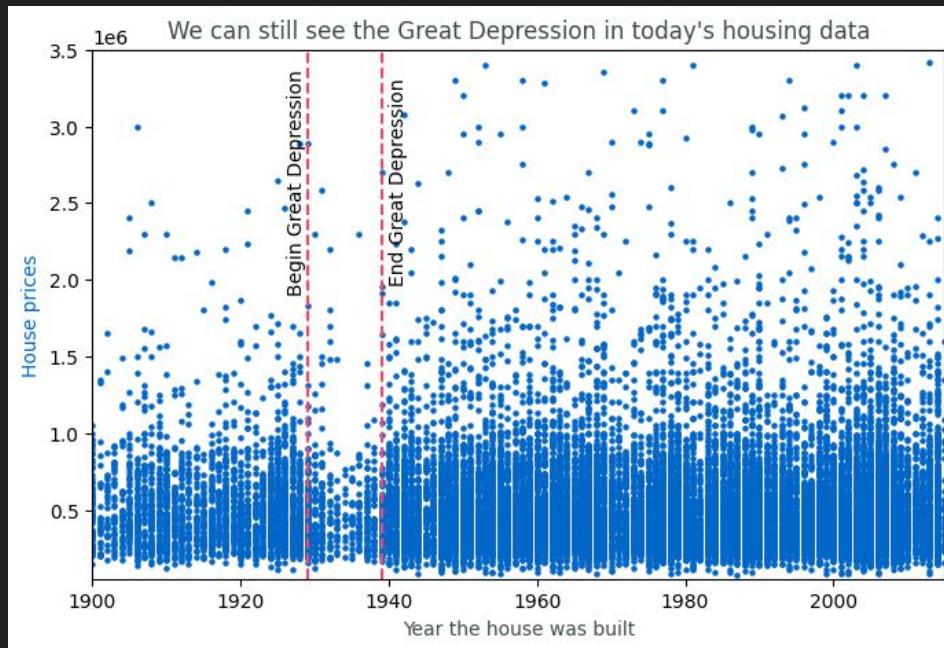
Can we reduce NaN
for waterfront?

Polygons with water
bodies (lakes, rivers etc.)

Fetching of closest water body
coordinate failed for three hours



Focus: Great Depression



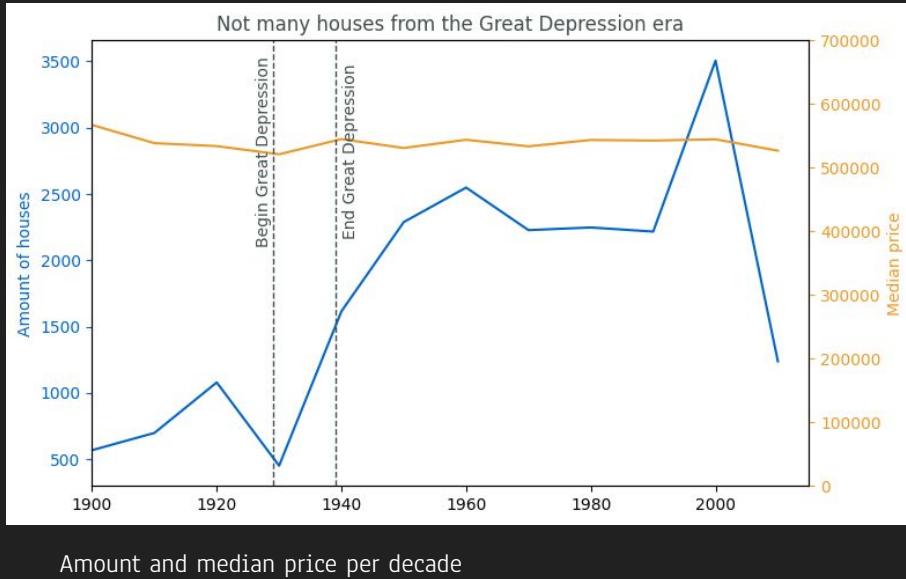
Houses and their prices scattered over time

Can we still see the Great Depression?

Yes, it seems there are way less houses on the market from that period

But: Only first hint, let's check closely

Focus: Great Depression

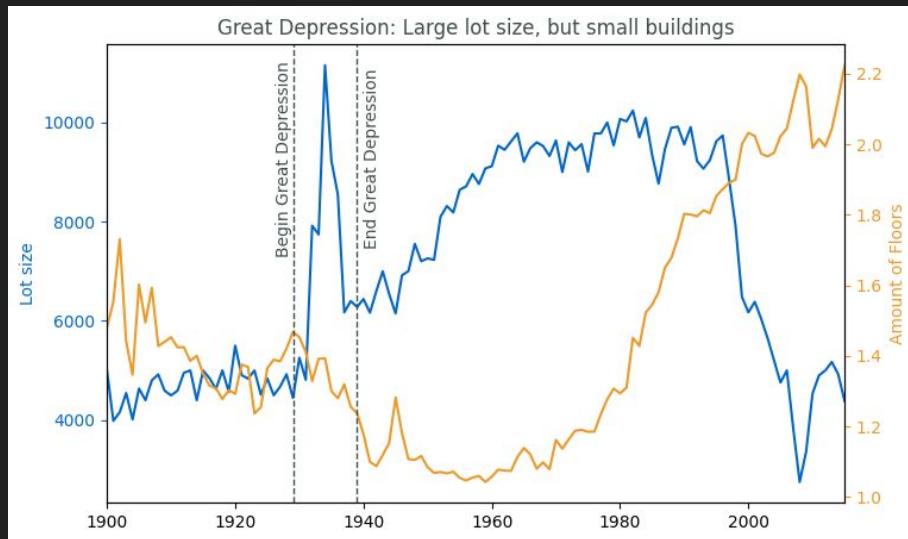


Can we still see the Great Depression?

Truly less houses available from that period, but prices are pretty stable over time

But when people had no money: Did they reduce their costs?

Focus: Great Depression

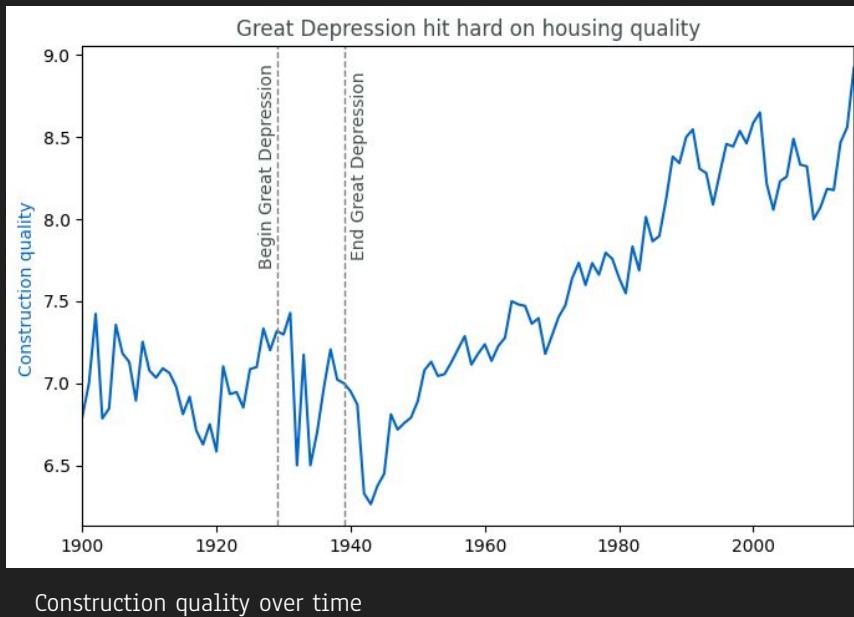


Can we still see the Great Depression?

Lot size did not crash, but instead peaked during the crisis, but buildings got smaller

Did people only built smaller houses? Or also shabbier ones?

Focus: Great Depression



Can we still see the Great Depression?

Yes, quality of newly constructed buildings diminished

Strongest decrease even after the end of the Depression



02

Customer Portrait



Jenny Montgomery

Character

- Wants to show off
- Wealthy | has high budget

Demands

- Waterfront
- Renovated
- High grades
- Buy: within a month
- Sell: within 1 year



Database query



Price

Higher than 80th quantile



Waterfront

Water nearby and line of sight



Grade

Higher than 80th quantile



Area

Lot and living area bigger than 110% of neighbours



Renovation

Renovation no longer than 50 years ago



View

Higher than 95th quantile



03

Investment Cases





#1 Yarrow Point

95th Ave NE

\$ 749.950

Floors: 2

Bedrooms: 5

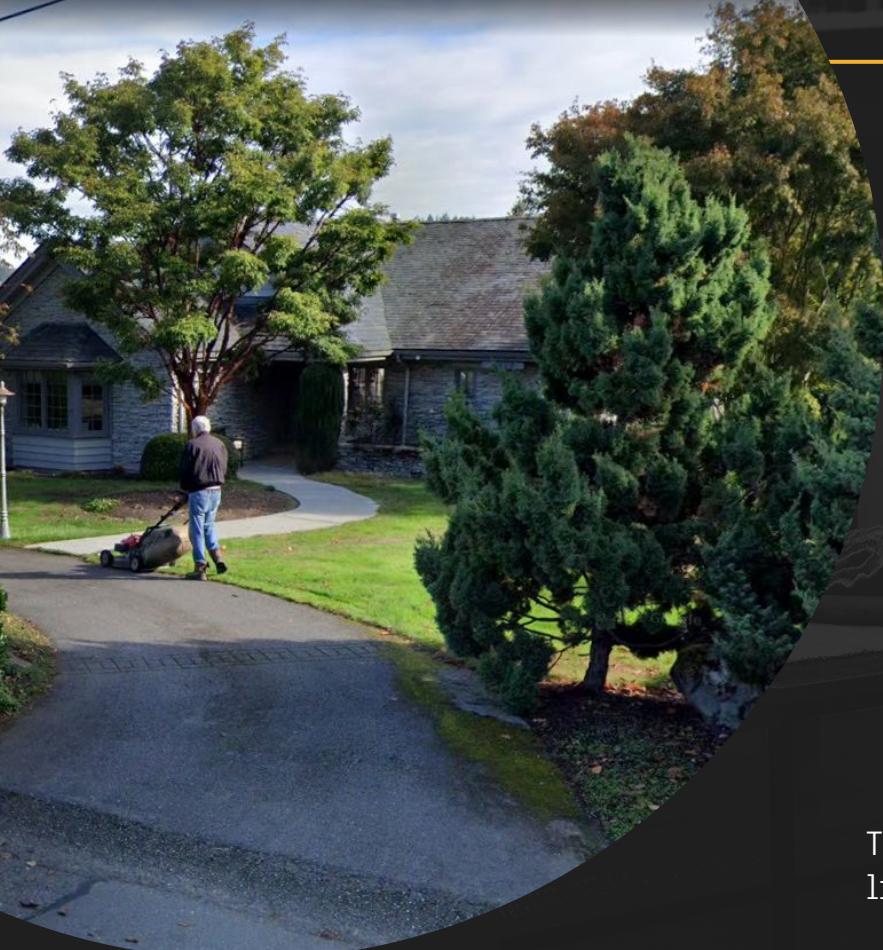
Bathrooms: 4.5

Waterfront: Yes

View: Average

Grade: Very good

Renovated: 2001



The total lot is 37.325 ft², 47% bigger than neighbours. The living area is 10.040 ft², 155% larger than houses nearby.



#2 Mercer Island

Butterworth Rd

\$ 775.000

Floors: 1

Bedrooms: 5

Bathrooms: 6.75

Waterfront: Yes

View: Supreme

Grade: Extremely good

Renovated: 2009

The total lot is 13.068 ft², 25% bigger than neighbours. The living area is 9.640 ft², 195% larger than houses nearby.





#3 Bellevue

Lake
Sammamish \$ 1.490.000

Floors: 1
Bedrooms: 5
Bathrooms: 3.25
Waterfront: Yes
View: Supreme
Grade: Very good
Renovated: 1980

The total lot is 41.300 ft², 62% bigger than neighbours. The living area is 4.220 ft², 11% larger than houses nearby.





04

Investment Schedule

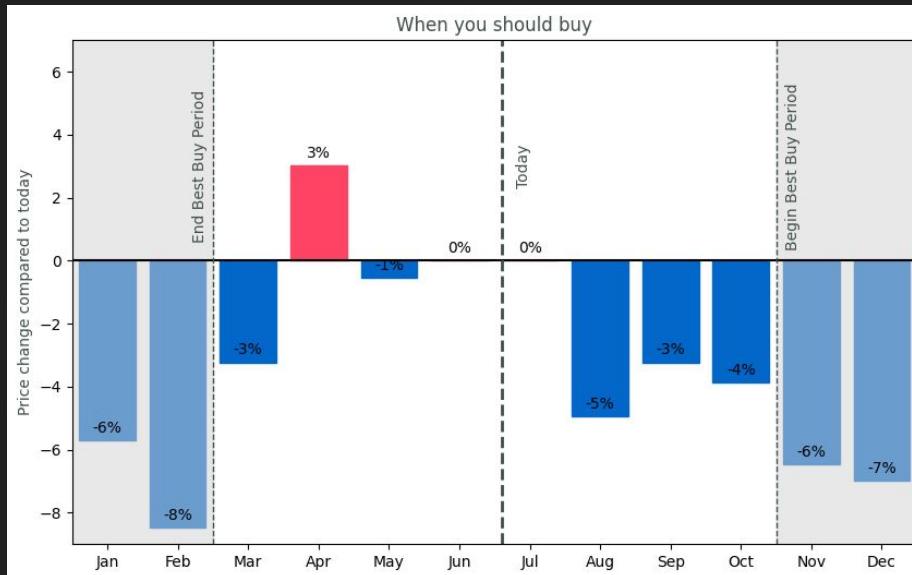
When should you buy?

Current

Prices are high.
Purchase within
a month not
advisable.

Optimal

Lowest prices:
Nov - Feb



August

Prices drop from
August on.

April

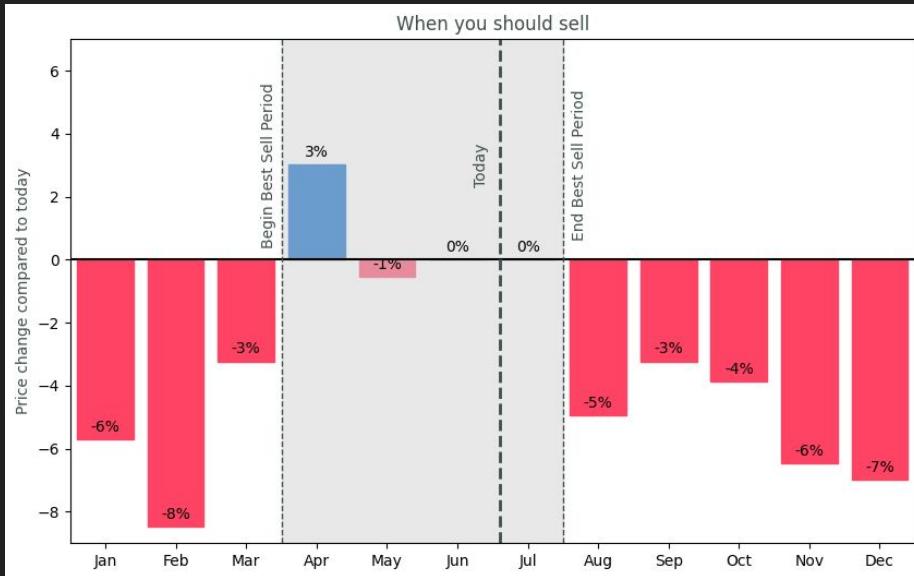
Don't buy in April.
Prices are high.



When should you sell?

Current
Prices are a bit
over average.

February
Don't sell in
February.



Optimal
Best to sell in
April till July.

April
Best month is
April.



Thank you!

We predict
Success with Precision.