

# REAL ESTATE LISTINGS IN LA

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# INTRODUCTION

Zillow is a real estate marketplace in which sellers and realtors can post for-sale and rental listings and connect with buyers looking for their next home. As a seller's agent, you want to know how to best market your listing so that you may sell the home as quickly as possible.

What kind of listing description makes a home sell faster?

What things should realtors emphasize when trying to present a house?





## Agenda



**#1**

**Data**

Data Cleaning  
EDA

**#2**

**Analysis**

Word Analysis  
Word Clouds

**#3**

**Summary**

Findings

**#4**

**Advice**

Recommendations on  
realtor posting



# Census Data Preparation

Before cleaning: 76 variables and 33,123 observations

- Re-format Data
- Filter out non-LA zip codes
- Subset by Middle Class Zip codes

After cleaning: 76 observations and 5 observations



**Income Info**

By dimensions of household  
situation



## Middle Class Neighborhoods & Median Incomes



**91505**

**BURBANK**

\$64,416

**91406**

**LAKE BALBOA**

\$65,336

**91331**

**ARLETA**

\$65,649



**90045**

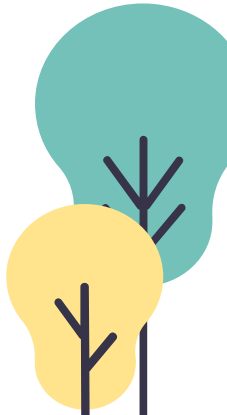
**DEL AIRE**

\$66,442

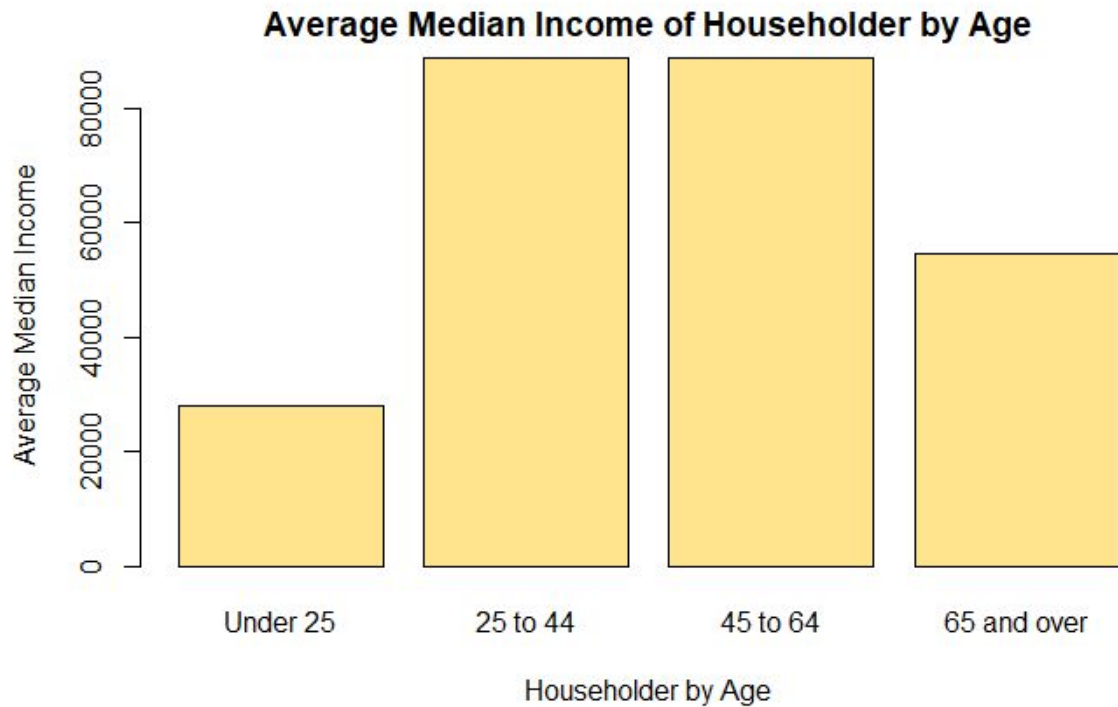
**90291**

**VENICE**

\$67,647



## Average Median Income of Householder by Age



# Zillow Data Preparation

Before cleaning: 44 variables and 34,398 observations

- Re-format Data
- Downsize Data
- Impute NA's by Columns then by Rows
- Subset by Middle Class Zip codes

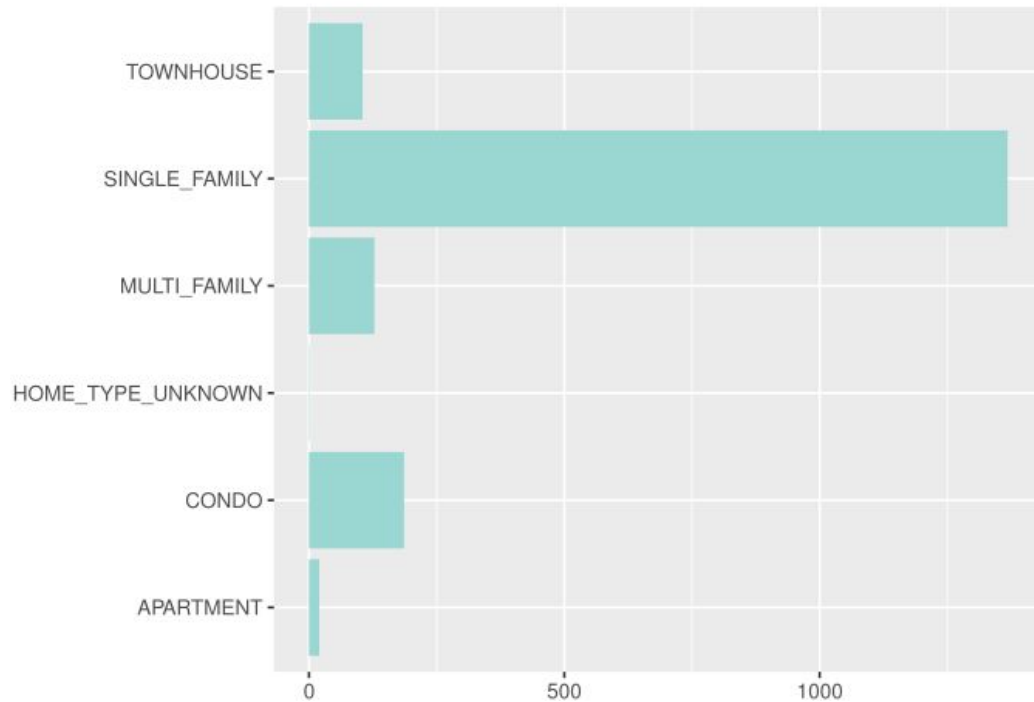
After cleaning: 40 variables and 1,808 observations



**Property Info**

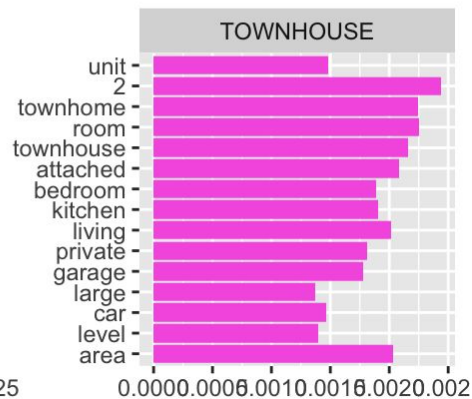
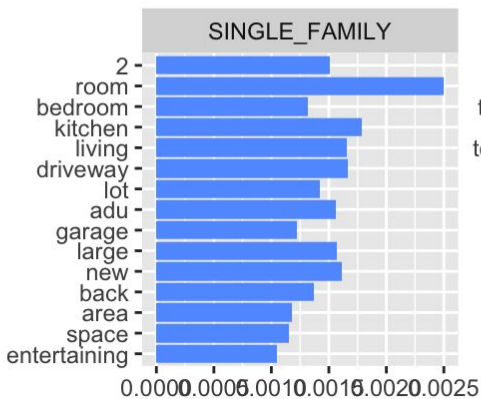
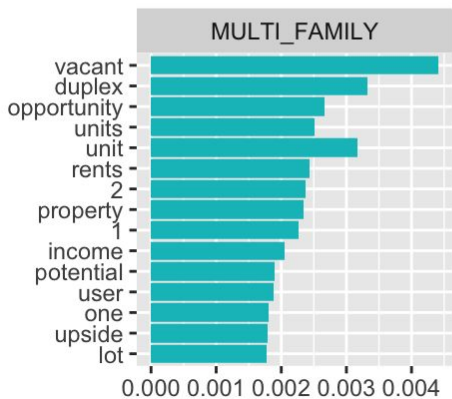
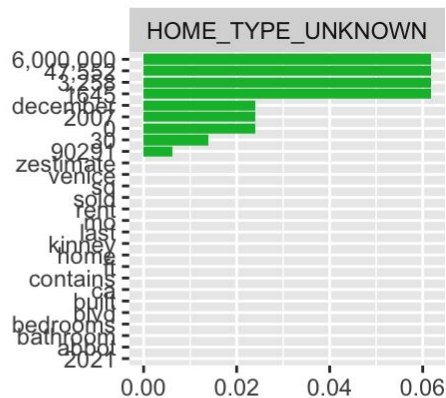
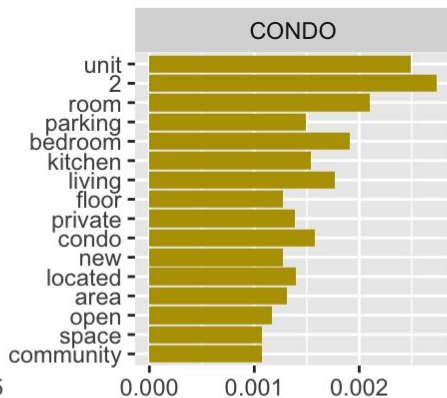
By dimensions of features,  
location and price

## Property Type Count



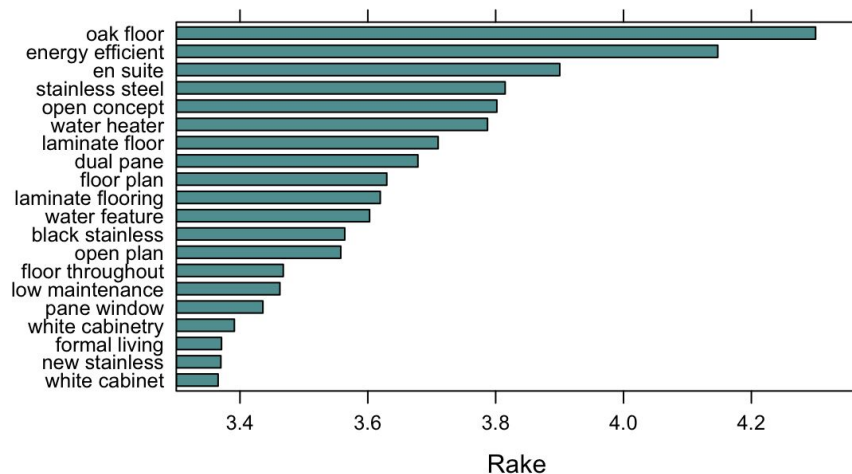


## OUR EVOLUTION

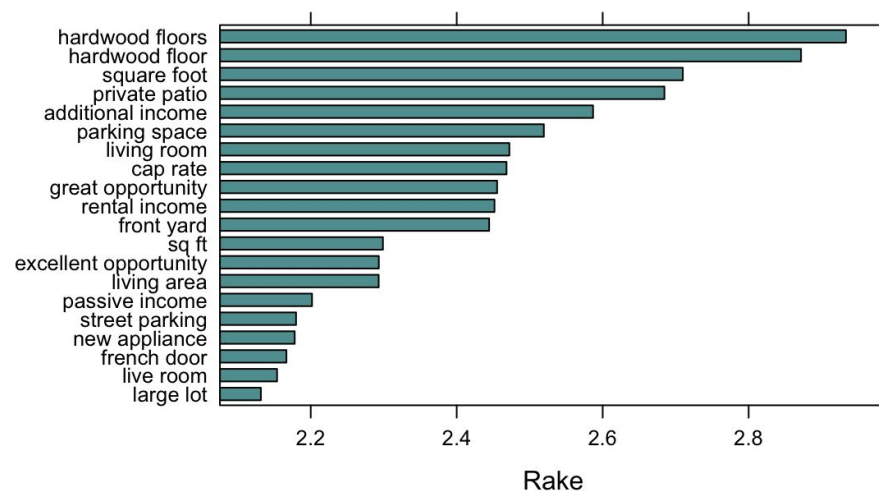


tf-idf

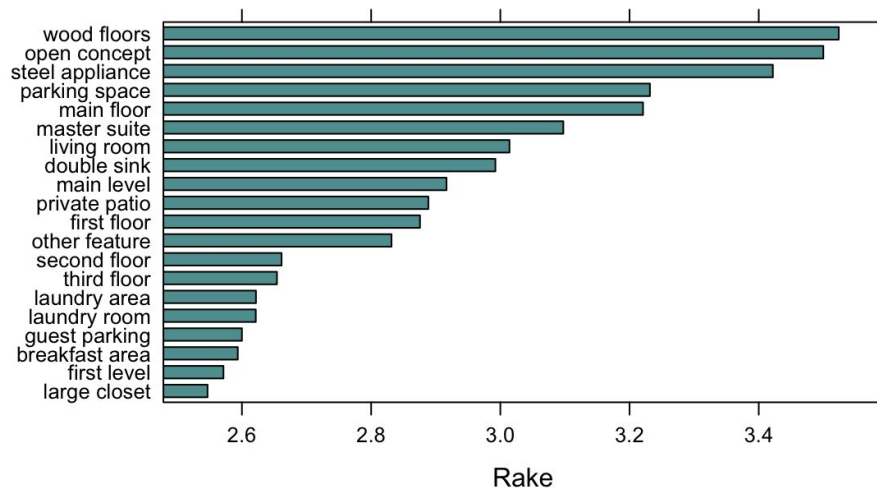
### Keywords identified by RAKE for SINGLE\_FAMILY



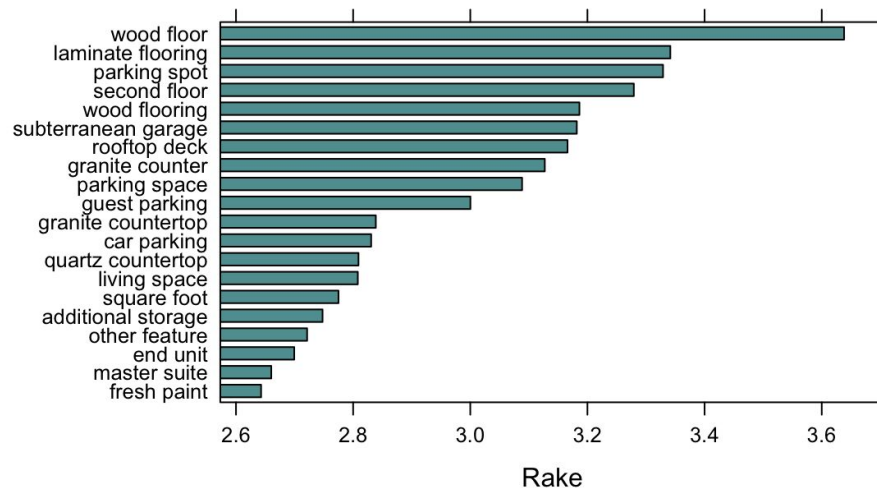
### Keywords identified by RAKE for MULTI\_FAMILY



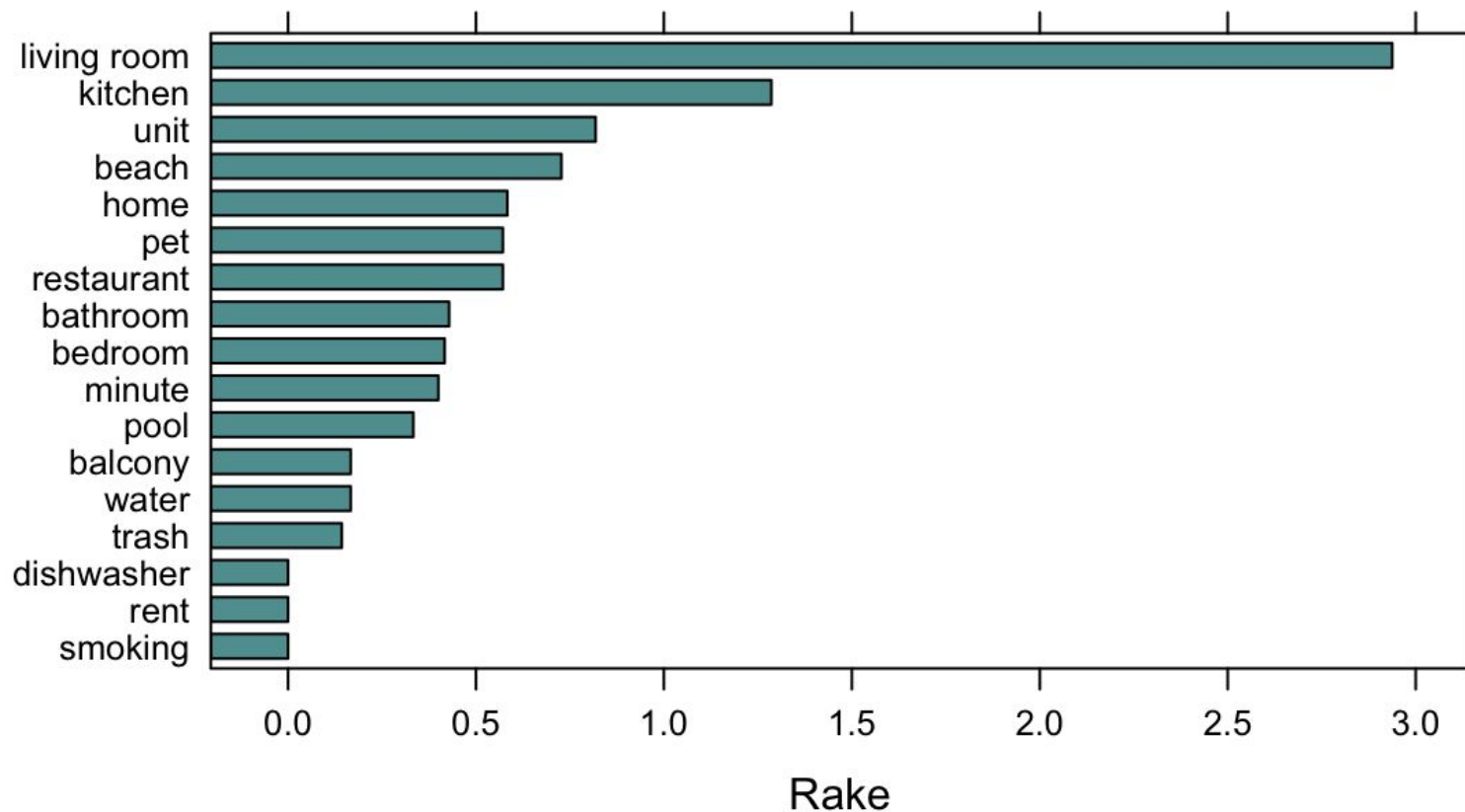
### Keywords identified by RAKE for TOWNHOUSE



### Keywords identified by RAKE for CONDO

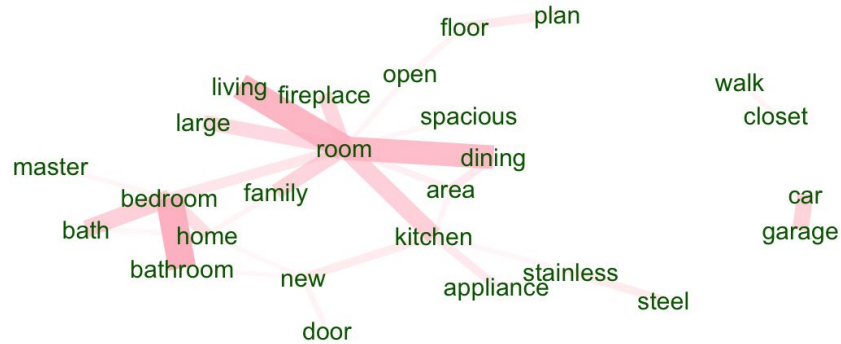


## Keywords identified by RAKE for APARTMENT



## Cooccurrences within sentence for SINGLE\_FAMILY

Nouns & Adjective



## Cooccurrences within sentence for MULTI\_FAMILY

Nouns & Adjective



### Cooccurrences within sentence for TOWNHOUSE

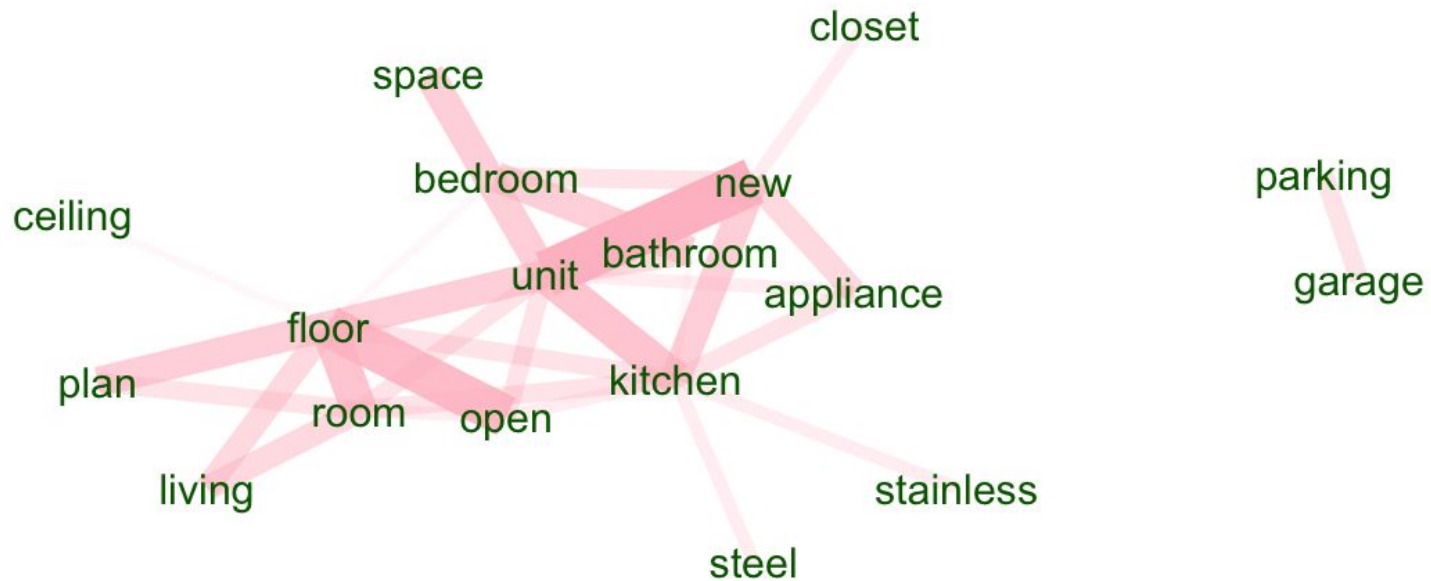


### Cooccurrences within sentence for CONDO



# Cooccurrences within sentence for APARTMENT

Nouns & Adjective



## Condos



# Townhouse





## Middle Income Households Wordclouds

### Multi Family



### Single Family





## Summary and Recommendations

- Single Family, Townhouse, Condos – Interior Design, Details
- Apartments and Multi Family – Amenities, Living Conditions
- Prioritization
- Gain Further Insight on Demographic of Residents by Property Type
- List with Adaptable Descriptions
- List with Accommodating Terms

Shortcomings:

- Aggregate Findings