Maximizing Value

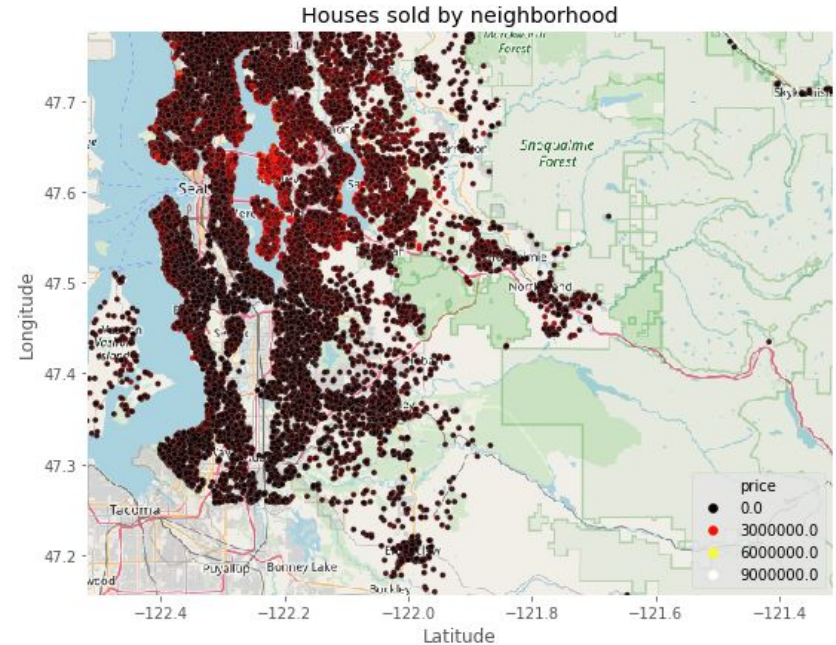## Data-driven insights into King County property values

Case study:
May 2014 to May 2015

Dataset

- Based on county assessor data

- Augmented with regional data

- ~21,600 datapoints

- Mean sale price: $464,265 USD

Houses sold by neighborhood

What contributes to property value?

3 general metrics

- Quantity
- Quality
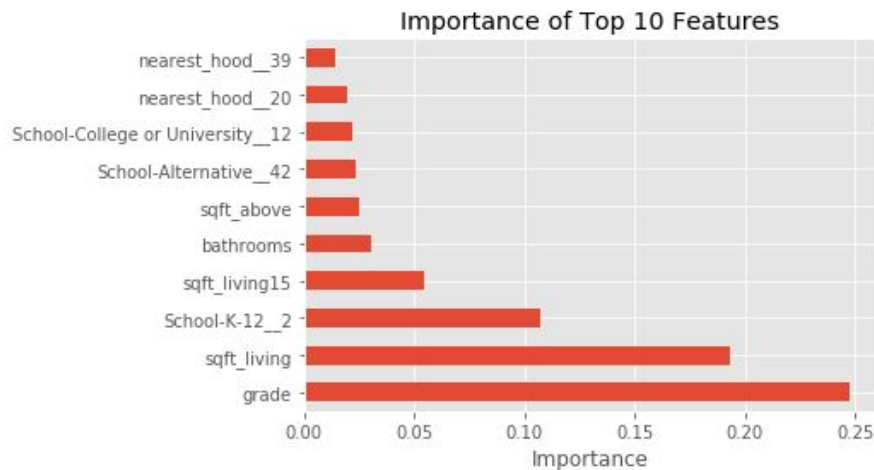- Geography

Strongest features

Quantity:

- Square-footage of the unit

Quality:

- The unit's grade; the quality of construction and materials

Geography:

- Proximity to certain schools and neighborhoods

- Average nearby house size

Importance of Top 10 Features

Linear regression model

Strengths

- R-squared: 90%

- Leverages existing data

Improvements

- Subjective assessment

- Consideration of regional statistics

- Distinction between unit types

Predicted vs actual sale price

Take action confidently with data analyses

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