



# Buying & Selling a Home in King County

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# Business Objective

Provide you (a real estate company) price recommendations for buying and selling homes in King County

# Agenda

- The comps
- Buying a home
- Selling a home
- Conclusions

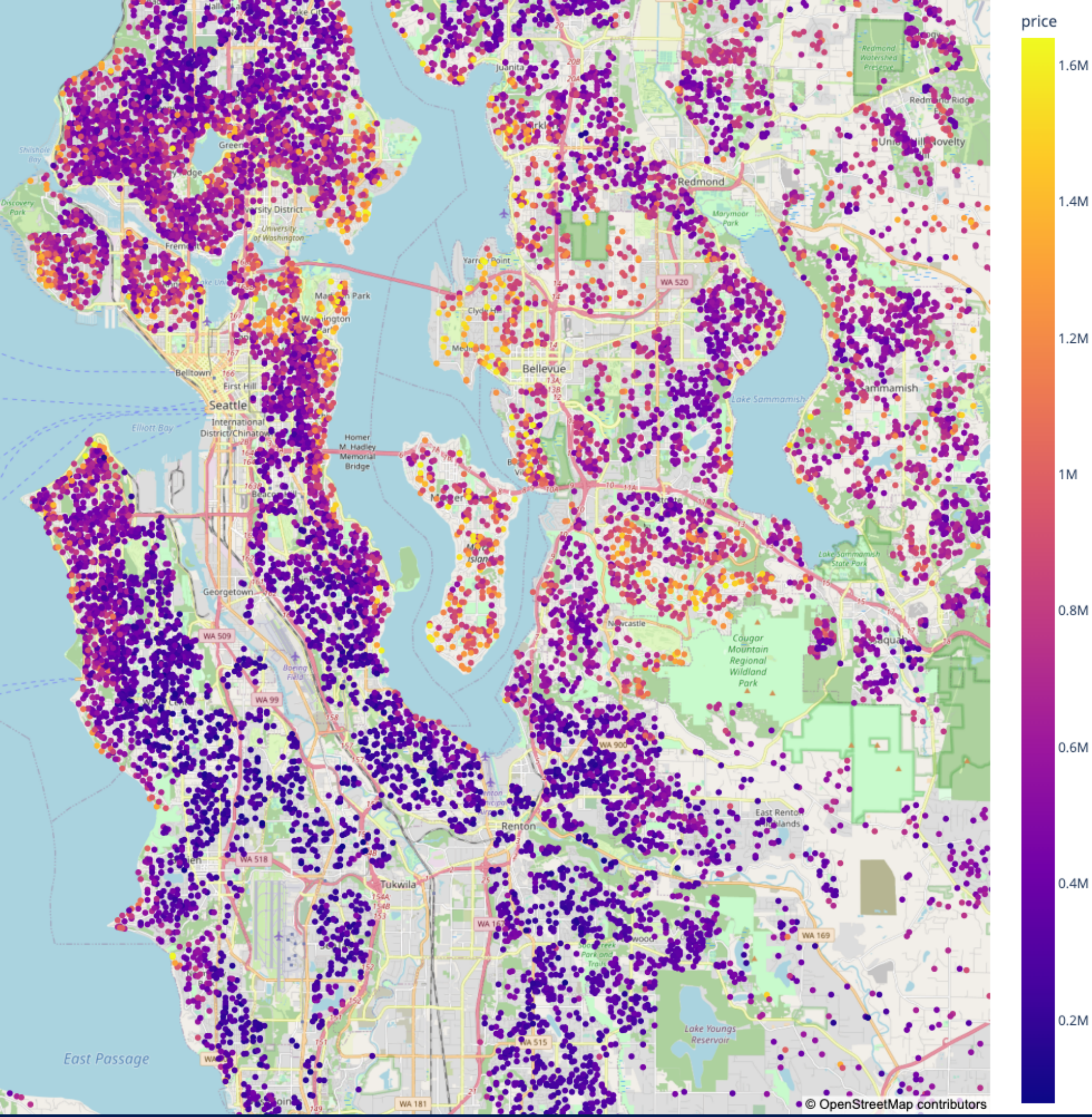


# The Comps

King County housing data over the  
course of 1 year

Let's take a look...





# Home Prices

- Properties with a view tend to yield higher prices
- A cluster of higher-priced homes centered around western Bellevue and Mercer Island

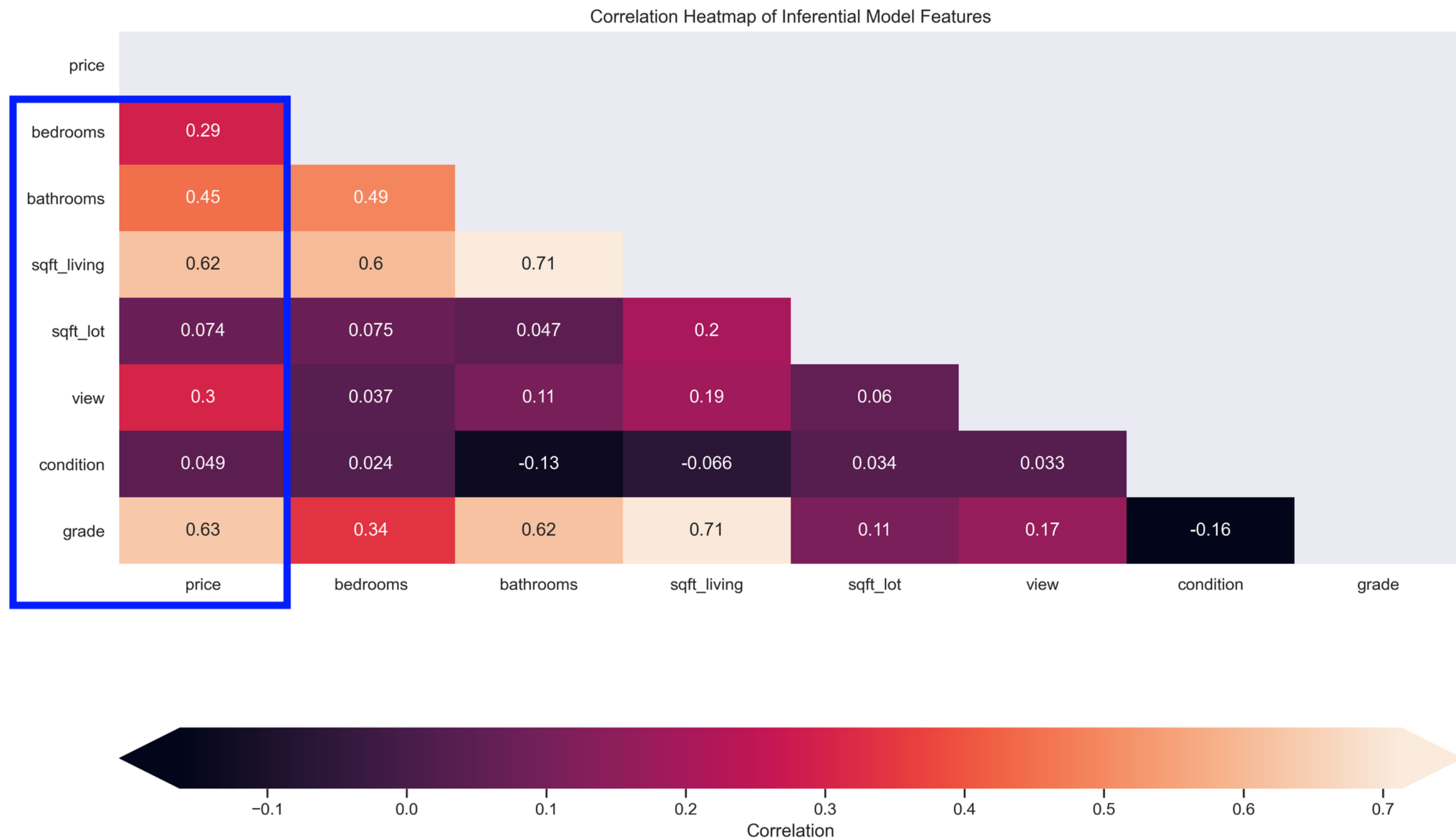
\*This is 99.7% (3 standard deviations) of our dataset



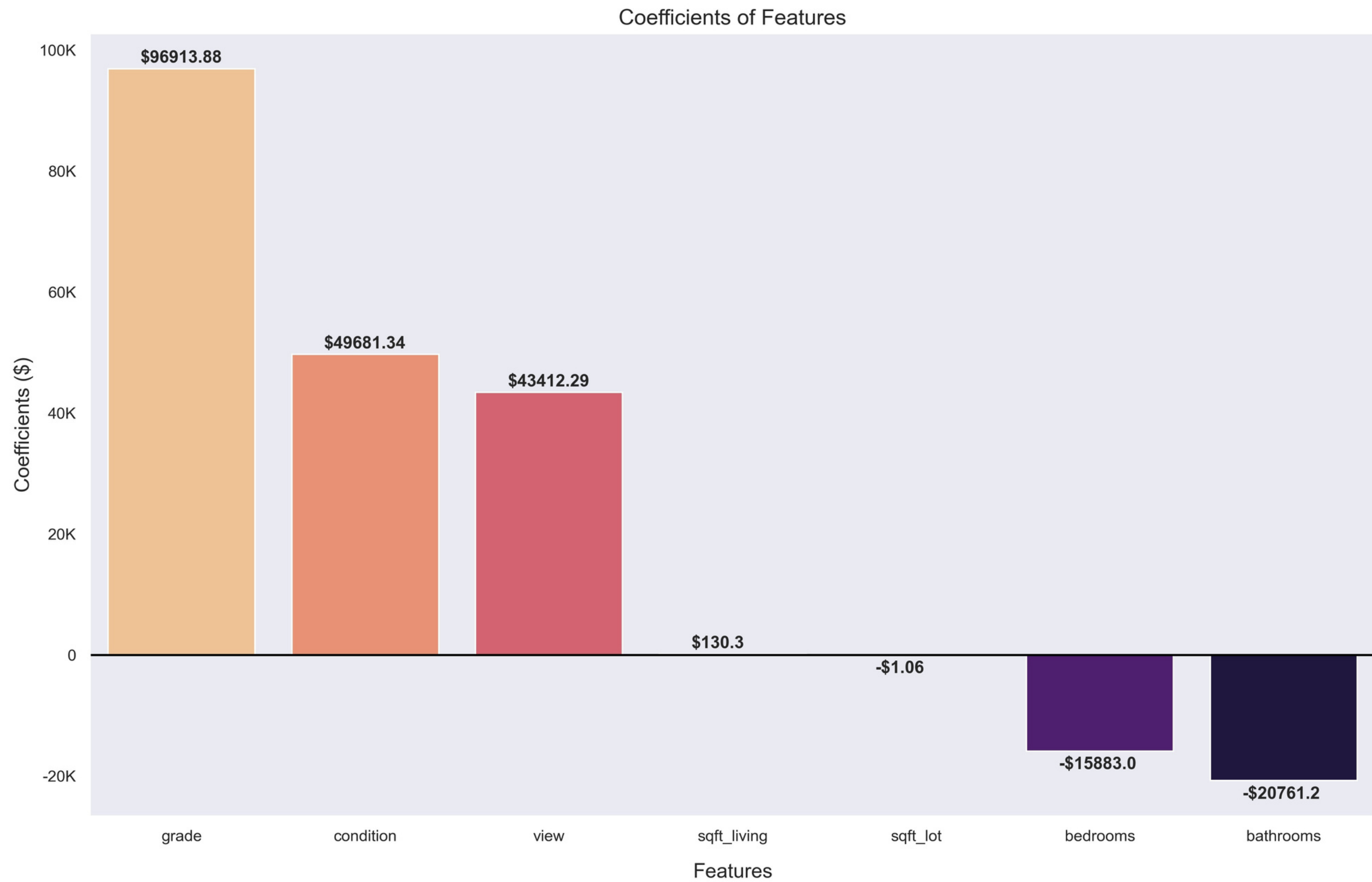
# Buying a Home

Identifying undervalued houses

\*Inferential modeling



# How Selected Features in Inferential Model Correlate to Home Prices



Coefficients of Selected Features  
in Inferential Model (USD)



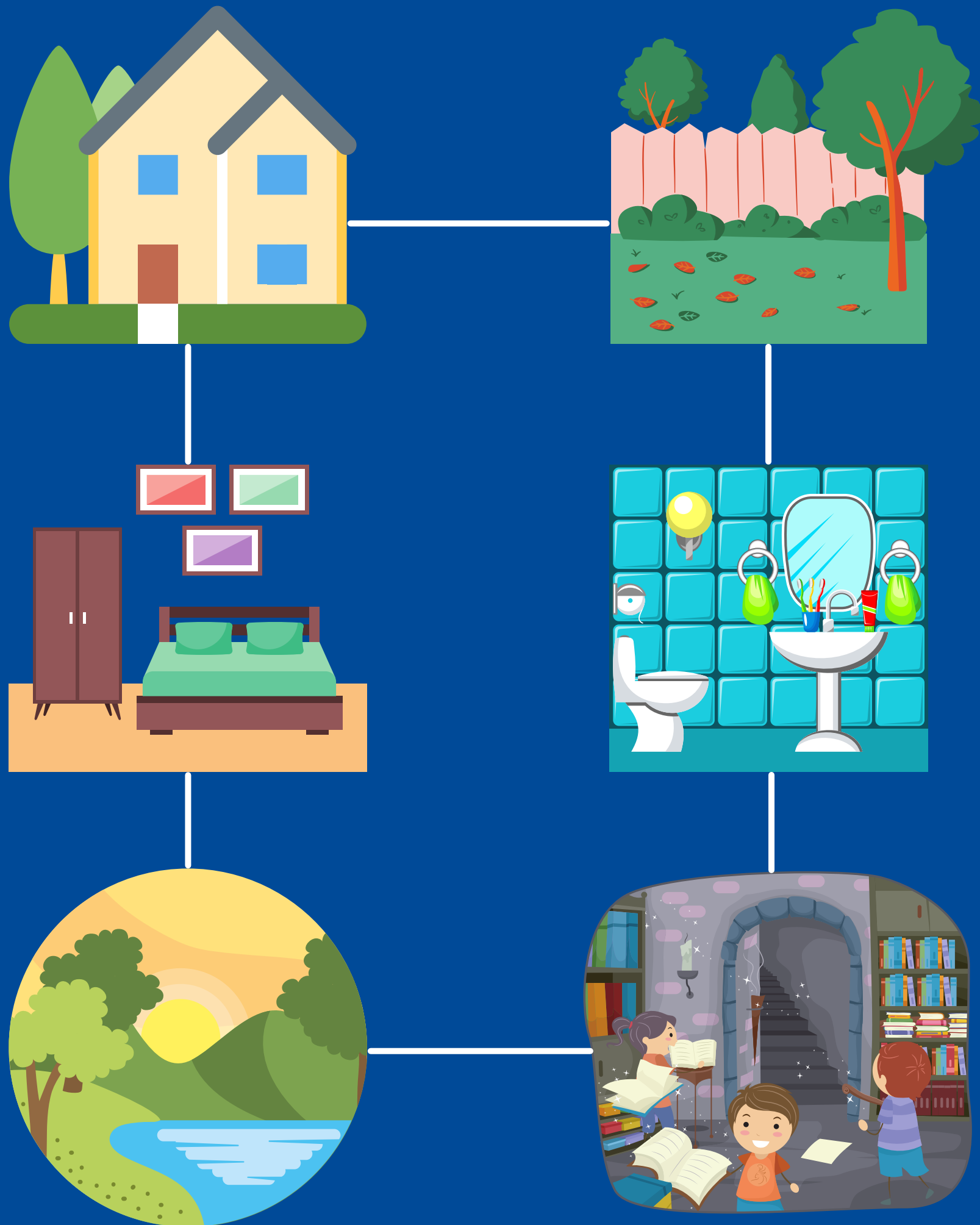
# Selling Your Home

Analyzing a home's features to set  
an accurate price point

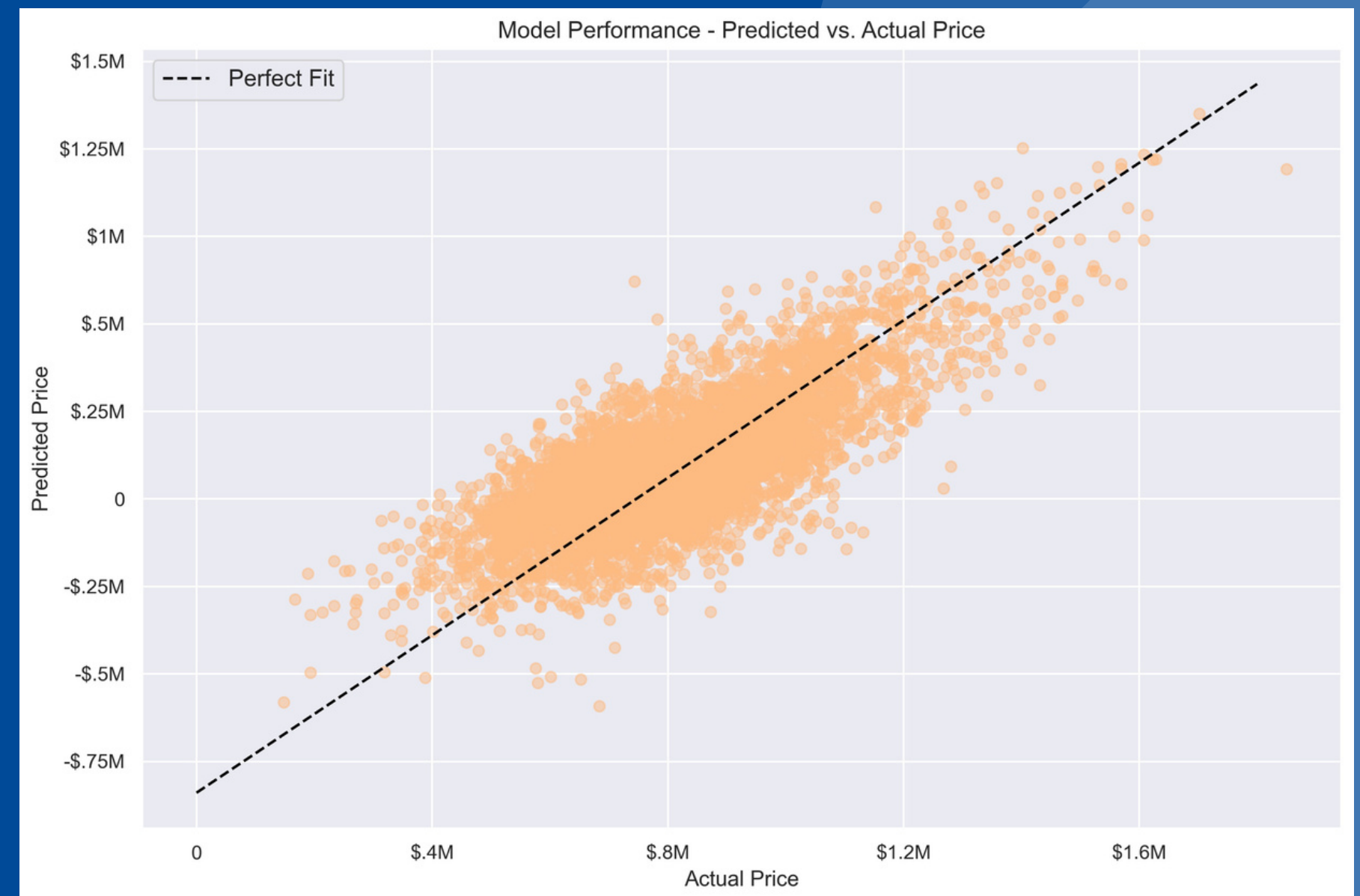
\*Predictive modeling



Highest Correlated Feature (Size of Living Area)  
vs. Home Price



Accurately priced  
to sell within  
**\$193k**



# Conclusions & Recommendations

- Our models did not predict accurately
- Broken assumptions of linear regression
- Recommend different dataset and/or modeling approach

# Thank you!

Questions? Let us know.

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