



Should I Buy That House or Nah?

DALEY HOMES REALTY

Introduction

Objective

- Help you identify an emerging market (via zip code) to purchase your first investment real estate property

Goals

- Show you our classification model that predicts the market's real estate demand
- Identify top markets in Illinois

Real Estate Data

US Inventory Data from Realtor.com

- 6 years of data
- >30 Features:
 - Supply
 - Demand
 - Listing Price
 - Etc..

Filtered by Illinois Markets (zip code)



Model

LOGISTIC REGRESSION MODEL

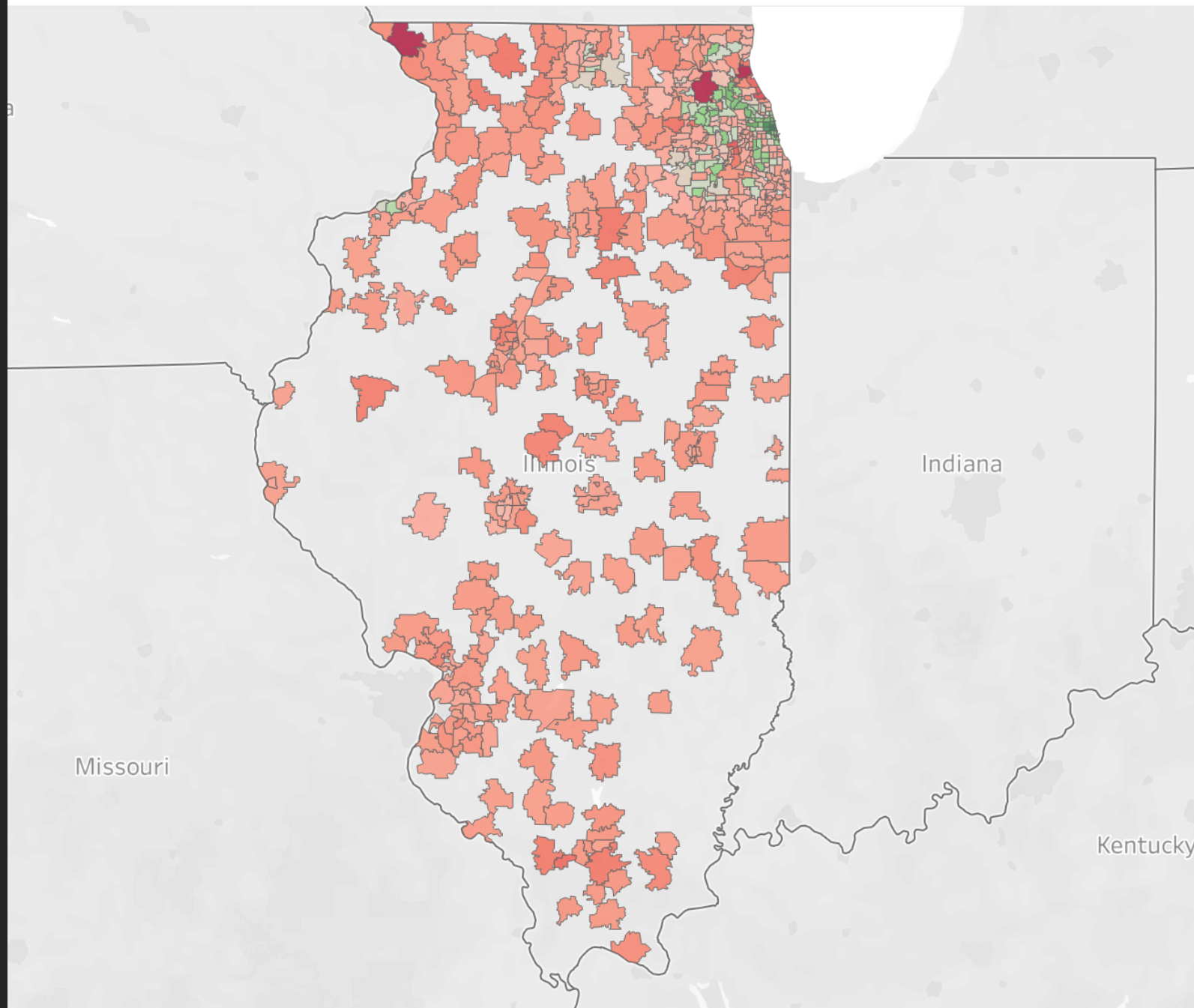
- Accuracy score of 87%

MOST IMPORTANT FEATURES

- Average listing price
- Total listing count
- Active listing count
- New listing count
- Price decrease count

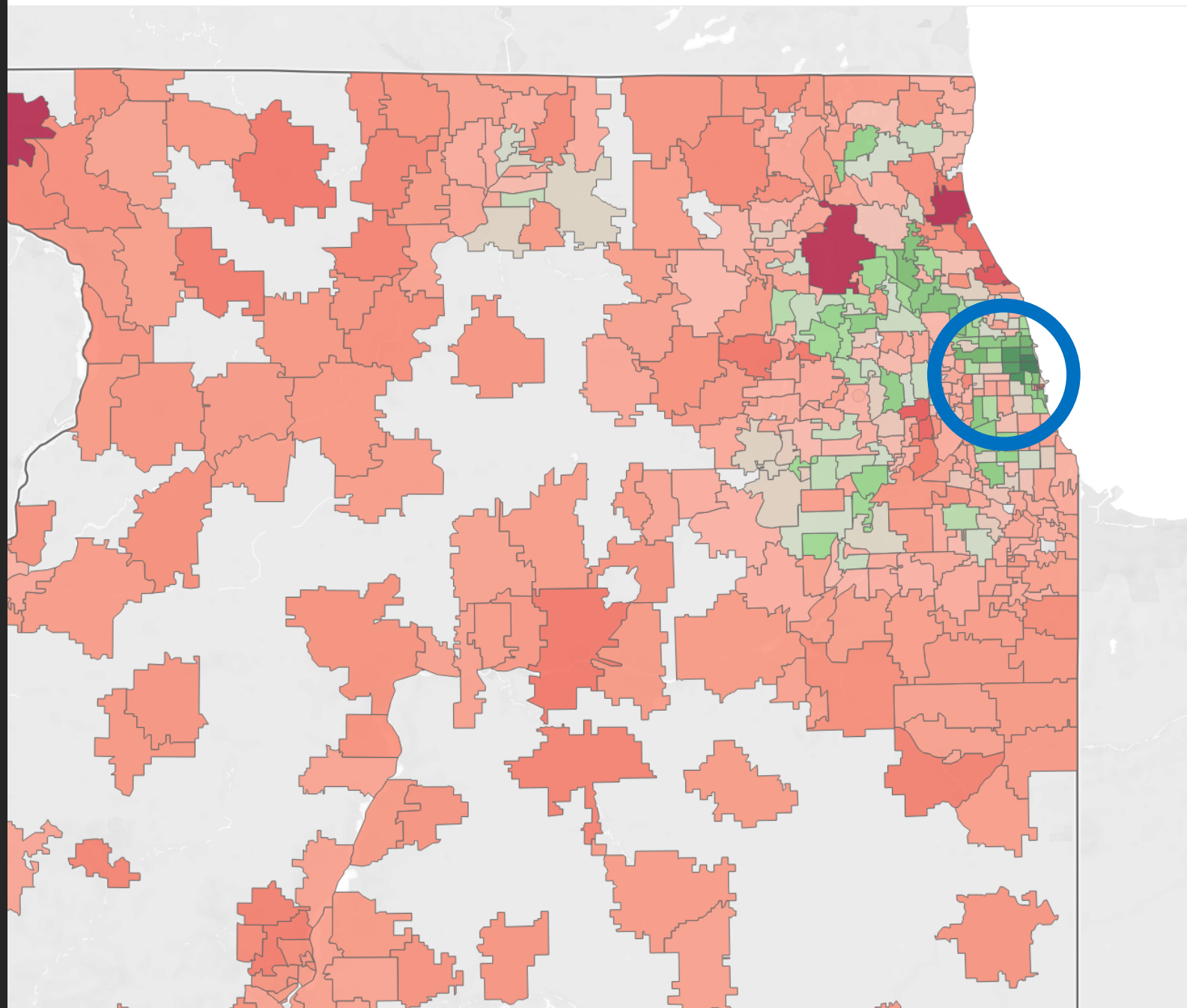
Where should I Invest?

- Markets (via zip code) identified to have a high demand in Illinois



Recommendations

- 60657 – Chi, IL (Lake View)
- 60614 – Chi, IL (Lincoln Park)
- 60622 – Chi, IL (Wicker Park)
- 60618 – Chi, IL (Avondale)
- 60647 – Chi, IL (Logan Square)



Conclusion

- Markets (zip codes) surrounding and inside of Chicago are more markets with higher demand
- Markets (zip codes) near the Wisconsin/Illinois border have high demand

Thank you!

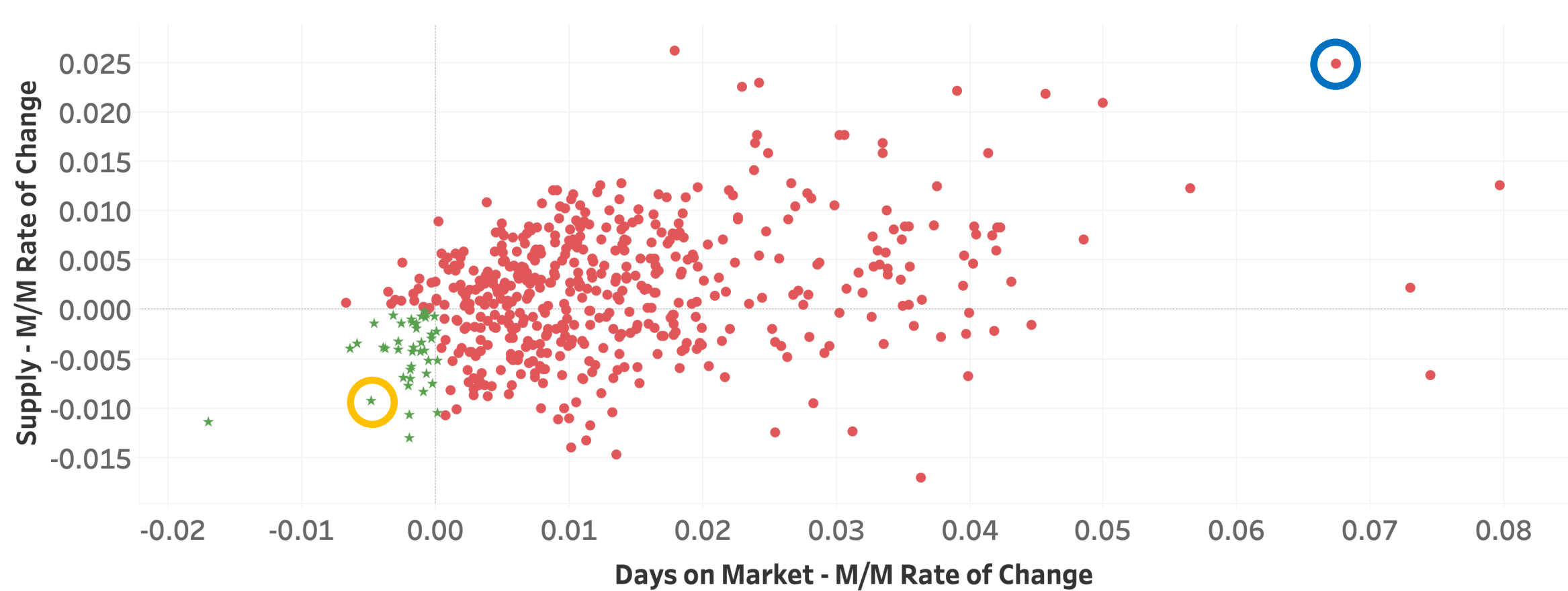
Appendix

Next Steps

Incorporate additional data:

- Population
- demographic profile
- home value
- local economics data
- Property types

View all markets in the US



Top 5 Markets

60475 – Steger, IL

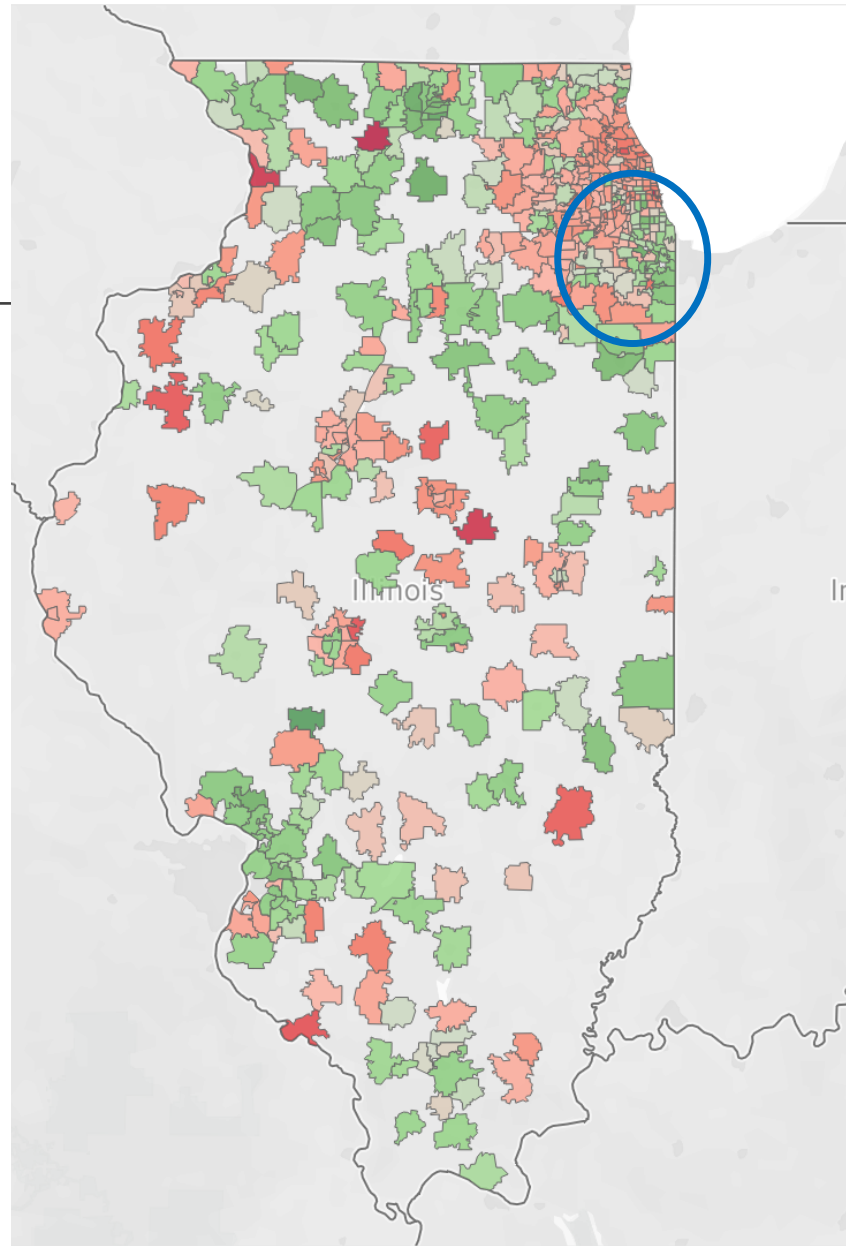
60097 – Wonder Lake, IL

60453 – Oak Lawn, IL

60123 – Elgin, IL

60803 – Alsip, IL

Supply per Market



Demand per Market

