



Housing Project Presentation

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Overview



- Business Problem
- Data & Methods
- Modeling
- Results
- Conclusions



Business Problem

Stakeholder:

Real Estate Start-up

Problem:

How can we help customers find deals on homes ?

Context:

King County, Washington



Summary

Source

- King County
Assessor Data

Method

- Statistical analysis

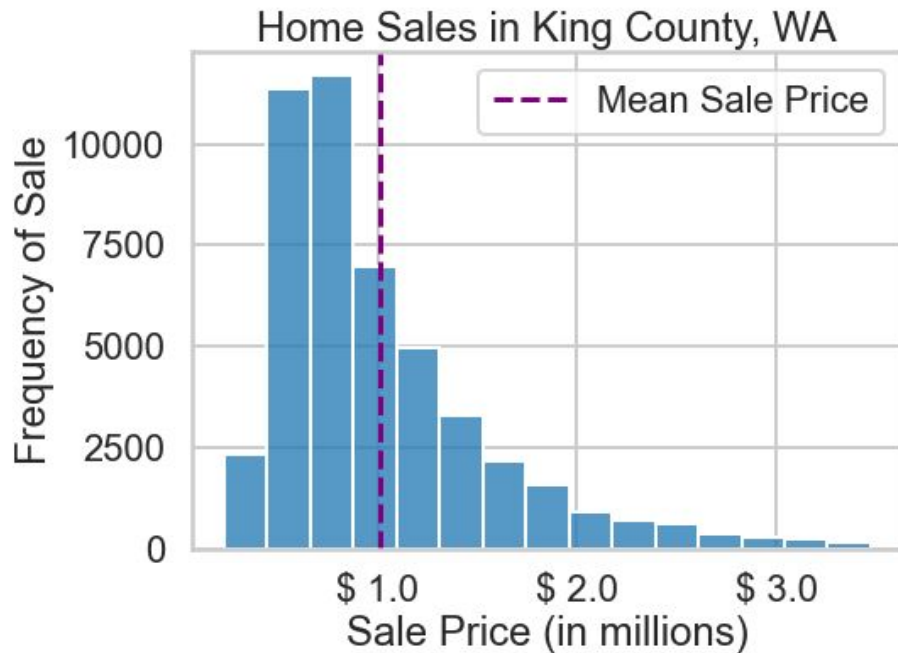
Findings

Recommend based on:

- Square Footage
- Waterfront
- Zip Code

Data & Methods

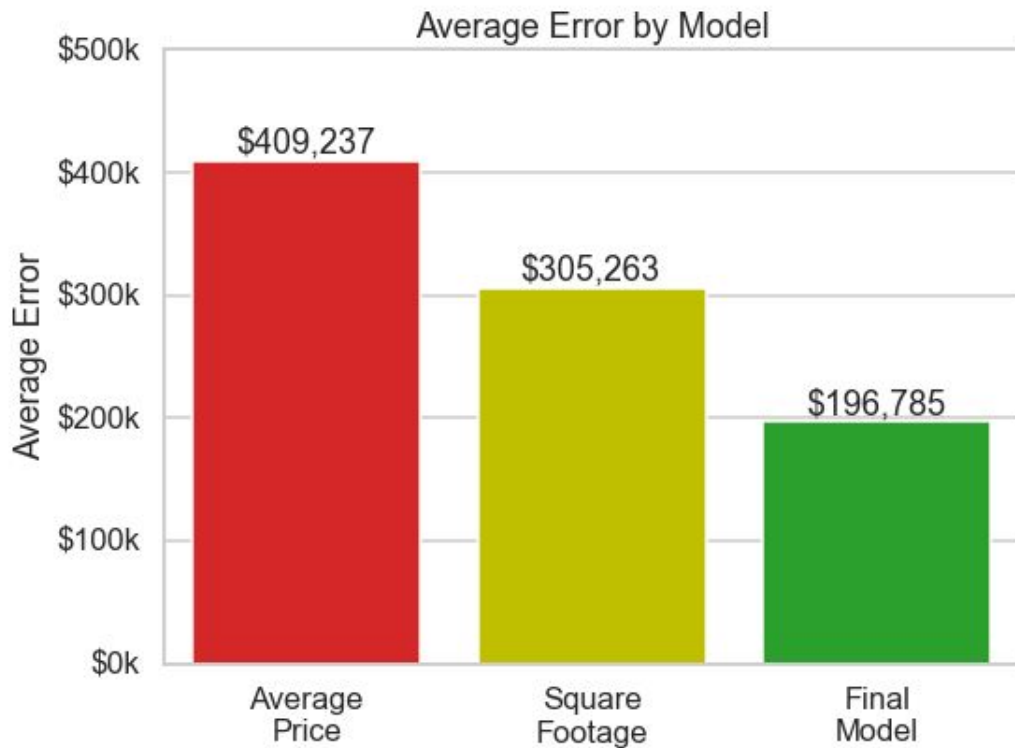
- 47,479 Sale Records
- From Jan 2021 thru May 2023
- Average sale price: \$1,009,631



Modeling

Final Model:

- Square Feet
- Waterfront
- Zip Code





Regression Results

Cause	Effect
Average Home	\$865,700
+1 square foot	+\$349
Waterfront	+480,200

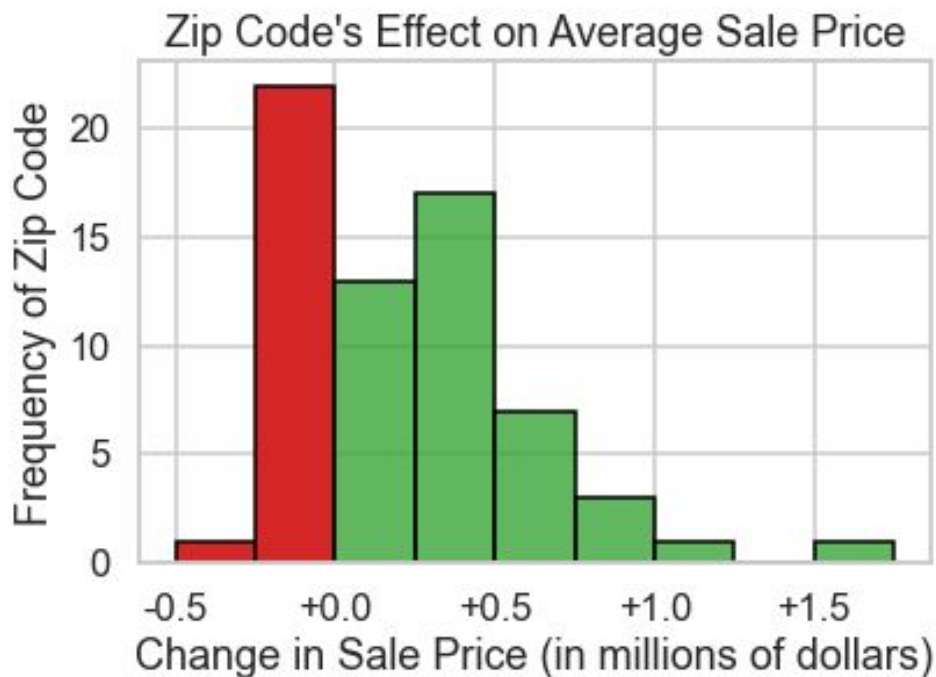
Regression Results

Top

98040	+ \$ 1.7 mil
98004	+ \$ 1.2 mil
98039	+ \$ 0.9 mil

Bottom

98092	- \$ 265 k
98001	- \$ 249 k
98023	- \$ 247 k





Conclusion

Help customers find deals on home sales by:

1. **Determining** customer preference of:
 - Square Footage,
 - Waterfront, and/or
 - Zip Code



Conclusion

Help customers find deals on home sales by:

1. **Determining** customer preference of features
2. **Comparing** preference with feature cost
3. **Finding** prices lower than model's prediction



Limitations

- Model's evaluation points to **unaccounted factors**

Next Steps:

- **Gather more data** to include other factors that determine sale price
- **Create new models** with new data

Thank you!

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