

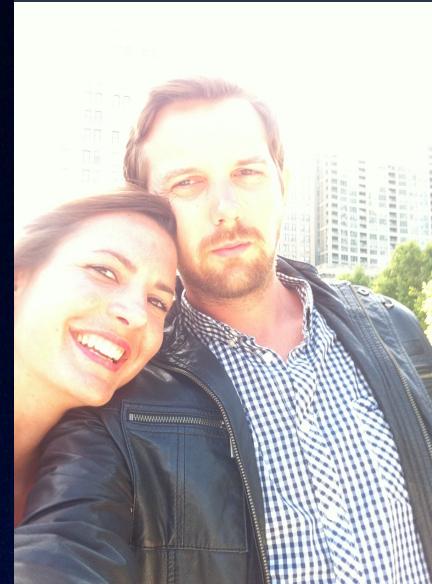


# **BUSINESS STRATEGIES**

## **FOR KING COUNTY, WA REAL ESTATE MARKET**



# MOTIVATION



# OUR TASKS

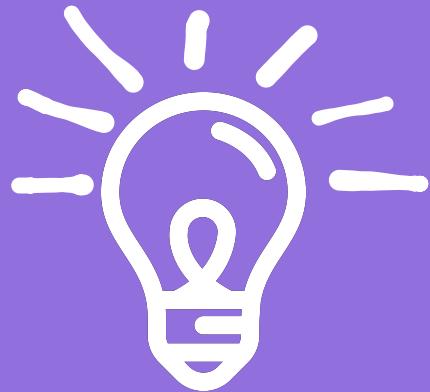
DETERMINE THE FACTORS THAT ENSURE GREAT RETURN OF INVESTMENT.

HELP OUR CLIENTS FIND QUALITY HOUSING AT AN AFFORDABLE PRICE.



## APPROACH

- Obtain latest available house pricing data
- Perform data quality and consistency checks
- Start with simple correlations
- Build a more complex statistical model



## RESULTS

- Our findings indicate that the three most important factors are:
  1. Living space
  2. The overall grade
  3. # of bathrooms

# RECOMMENDATIONS

WHERE TO GET THE BEST BANG FOR THE BUCK

A large teal circle containing the number 1.

1

A large purple circle containing the number 2.

2

A large teal circle containing the number 3.

3

STAY AWAY FROM  
THE WATER

AVOID  
DOWNTOWN  
SEATTLE

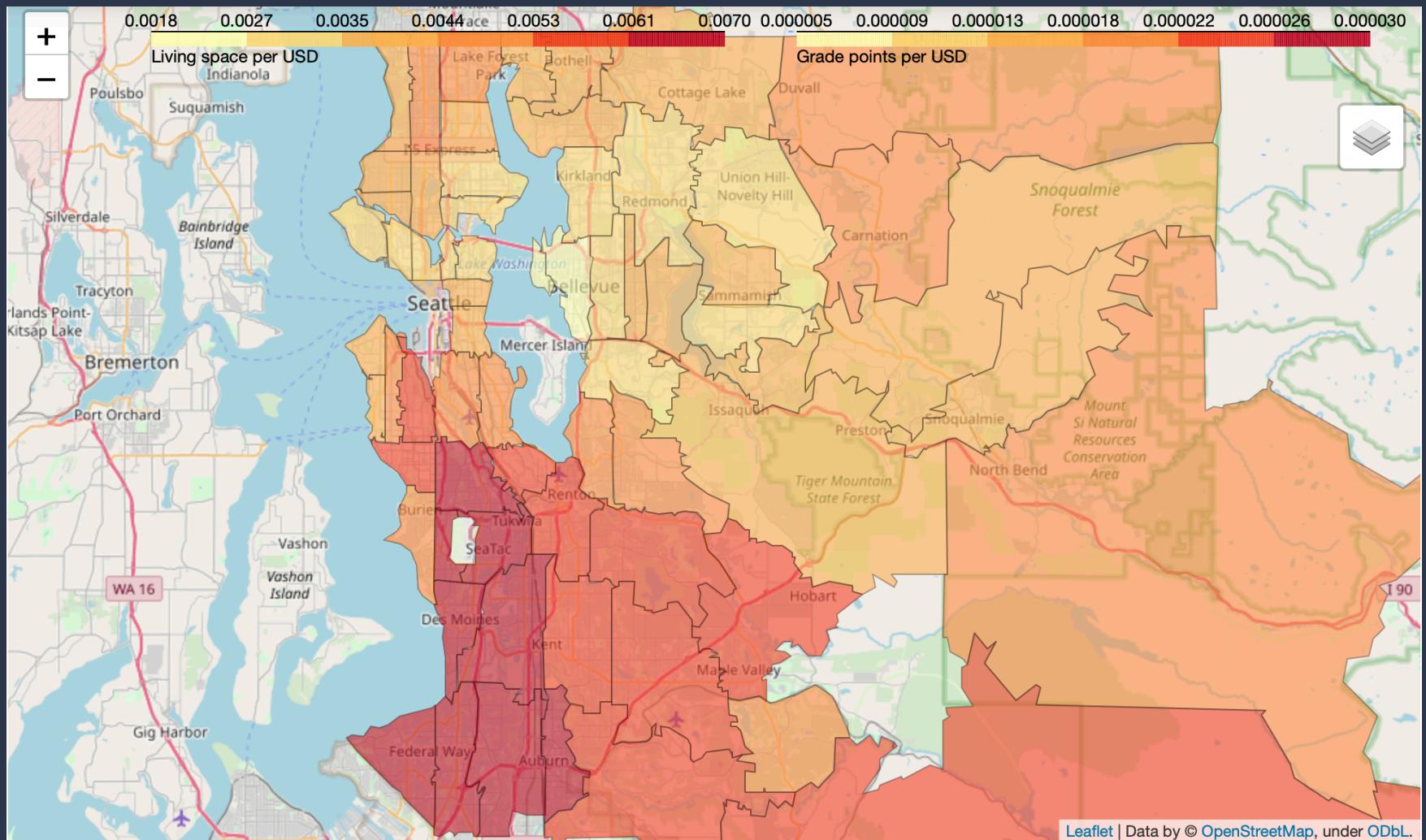
GO SOUTH

1

STAY AWAY  
FROM WATER

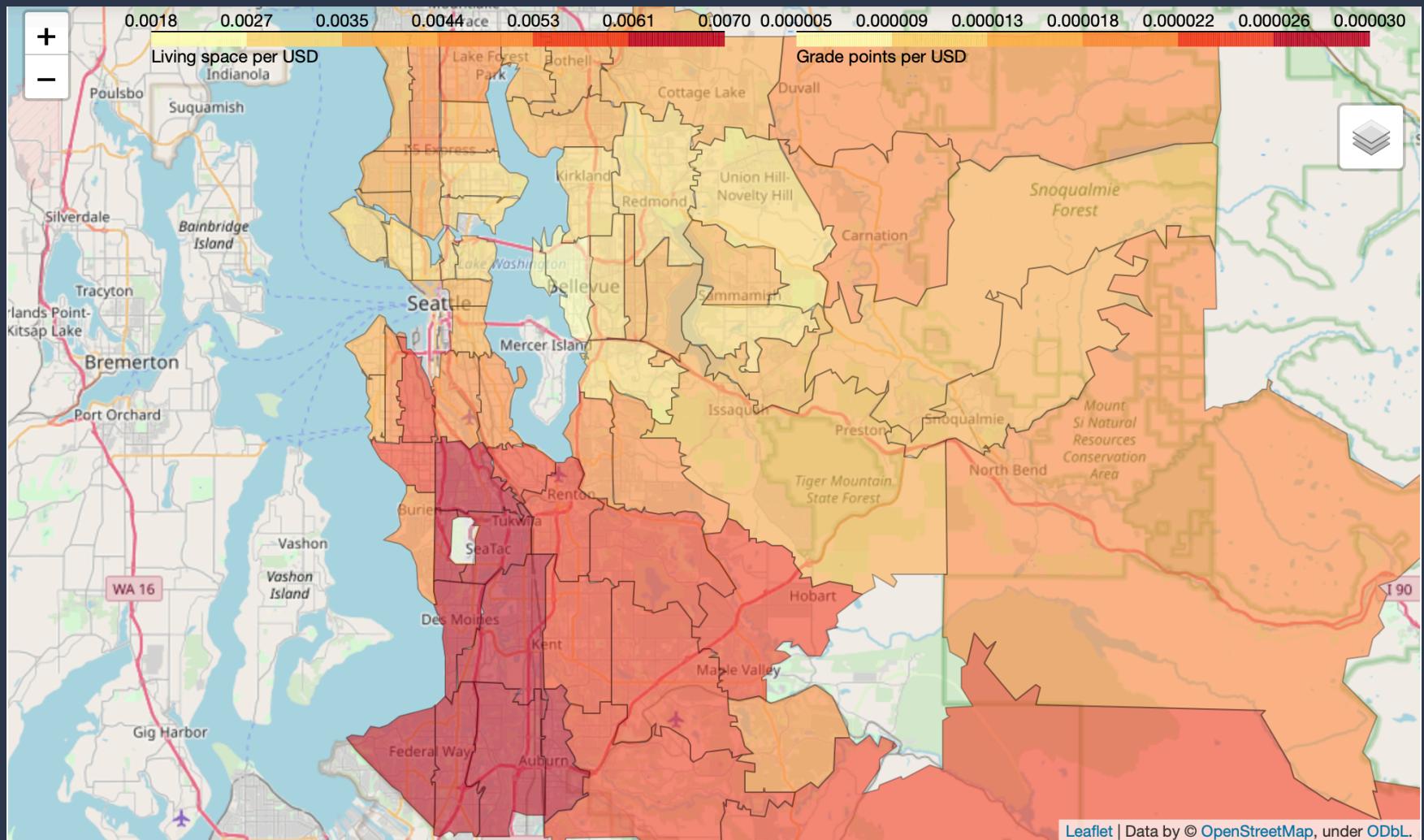
# AVOID DOWNTOWN SEATTLE & EASTERN SUBURBS

2



# 3

## GO SOUTH



# A LOOK AHEAD

INCOPORATE REAL PREDICTIVE POWER INTO MODEL

DETERMINE MORE FEATURES DO DETERMINE "HIDDEN CHAMPIONS"



**THANK  
YOU**