

1. House Price Analysis

- **Average Sale Price in February 2015** ranged between **\$350K to \$866K**, depending on house condition and view.
- A **daily average price trend** showed **fluctuations**, peaking around **Feb 14–19**, indicating mid-month buyer activity spikes.

Insight: There's a significant premium for homes with **better views and higher condition ratings**.

2. Price Distribution

- Most house prices fall within the **\$200K–\$600K** range.
- Only a **small number of properties** exceed **\$1M**, suggesting a **mid-range market dominance**.

Actionable Insight: Price your listings competitively between **\$350K and \$600K** to target the bulk of the buyer market.

3. Impact of View and Condition

- **Homes with "Excellent" or "Very Good" condition and better views** command **higher prices** (often over \$700K).
- **No view and fair/average condition** homes average around **\$330K–\$480K**.

Insight: Renovating older homes to improve view aesthetics and internal condition can significantly boost value.

4. Bedroom Distribution

- The **majority of homes** have **3–4 bedrooms**, followed by 2 and 5-bedroom houses.
- **Very few homes** have 6+ bedrooms or studio-style 0-bedroom setups.

Market Implication: 3-bedroom homes are the **sweet spot** in demand. Ideal for targeting mid-sized families.

5. Bathroom Distribution

- **2–3 bathroom homes** dominate the market, with **1-bathroom homes** being less common.
- Homes with **4+ bathrooms** are rare and likely in the luxury segment.

Recommendation: For new builds, **2+ bathrooms** are preferred; avoid designing single-bath homes unless targeting low-income buyers.

6. Date-Based Activity (Feb 2015)

- Most activity spikes around **mid-February**, especially from **Feb 9–19**.
- The trend hints at possible **post-holiday buyer engagement** or **market readiness early in the year**.

Insight: Focus marketing and listings in **early to mid-month periods** for better traction.

7. Lot and Living Size Range (Filters)

- Homes range from:
 - **290 to 7,342 sqft (living area)**
 - **638 to 1.65 million sqft (lot size)**

Note: This range supports both **urban and rural property markets**. Position property listings based on lot size appeal (compact vs. sprawling estates).

Key Recommendations

1. **Upgrade interior condition** and **enhance views** to push prices above the median.
2. Focus on developing or promoting **3-bedroom, 2-bathroom homes** — highest demand.
3. Target **\$400K–\$600K pricing** to appeal to the majority of buyers.
4. Use **mid-month listings** and marketing pushes for higher sale engagement.
5. Segment the market:
 - **< \$400K** → First-time buyers
 - **\$600K–\$800K** → Upgraders
 - **\$1M** → Luxury buyers (limited pool)

