

KING COUNTY

REAL ESTATE

An analysis of a fast growing housing market



WHAT ARE WE GOING TO COVER?

THE ROLE OF DATA

What approach can we take to make a model to predict prices?

A CHANGING LANDSCAPE

What are some of the major influences on King County's housing prices?

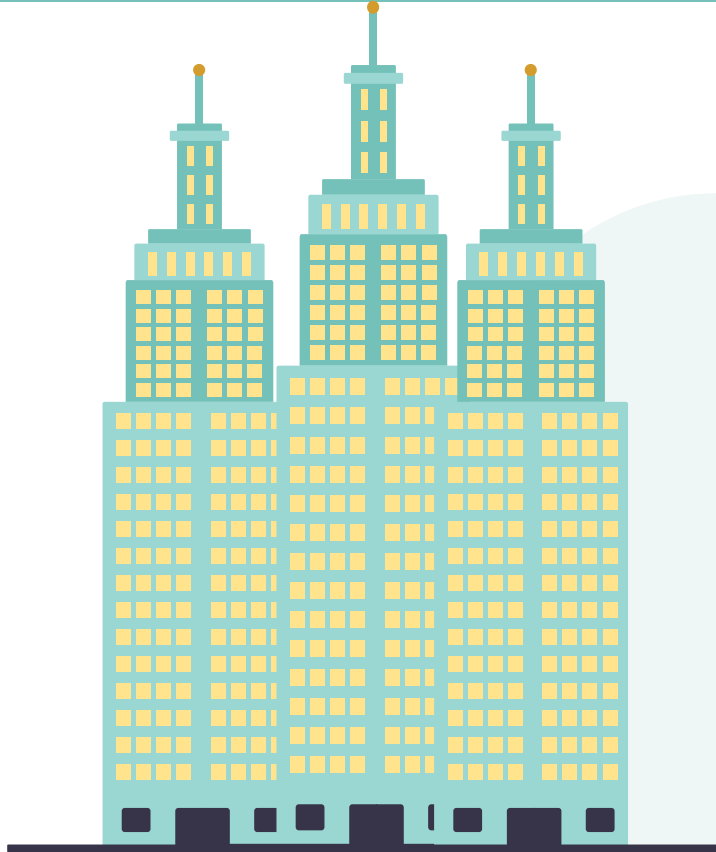
RESULTS THAT EMPOWER

What can your sellers do to increase their selling prices?



MAJOR INFLUENCERS

**LARGE
BUSINESSES
MOVE INTO
KING
COUNTY**

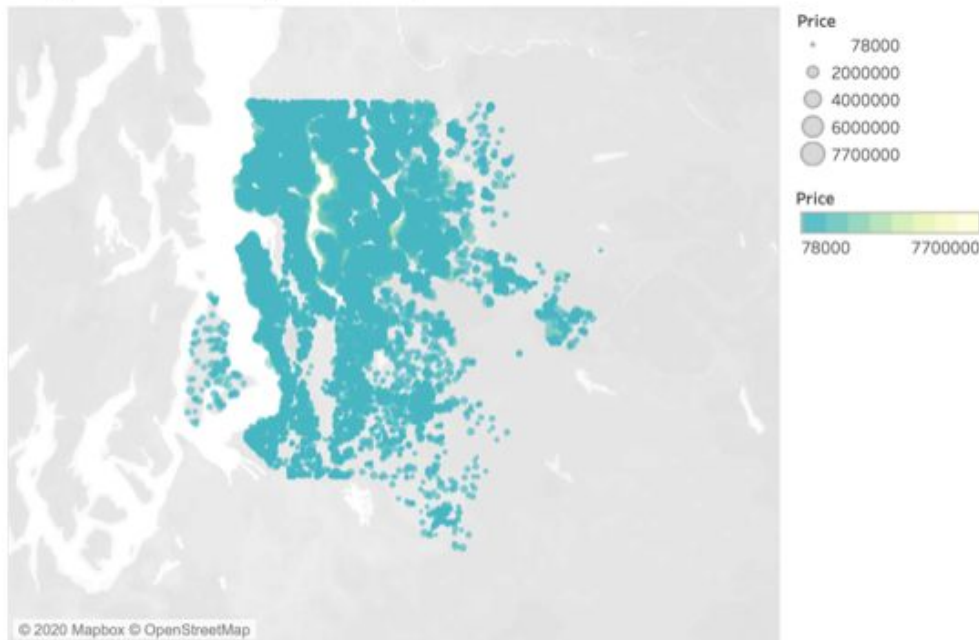


**AMAZON
MICROSOFT
FACEBOOK
GOOGLE**

THE DATA

- 1,000 houses
- 13 different features
- Prices ranging from \$7,800 to \$7,700,000
- Priced from 2014-2015

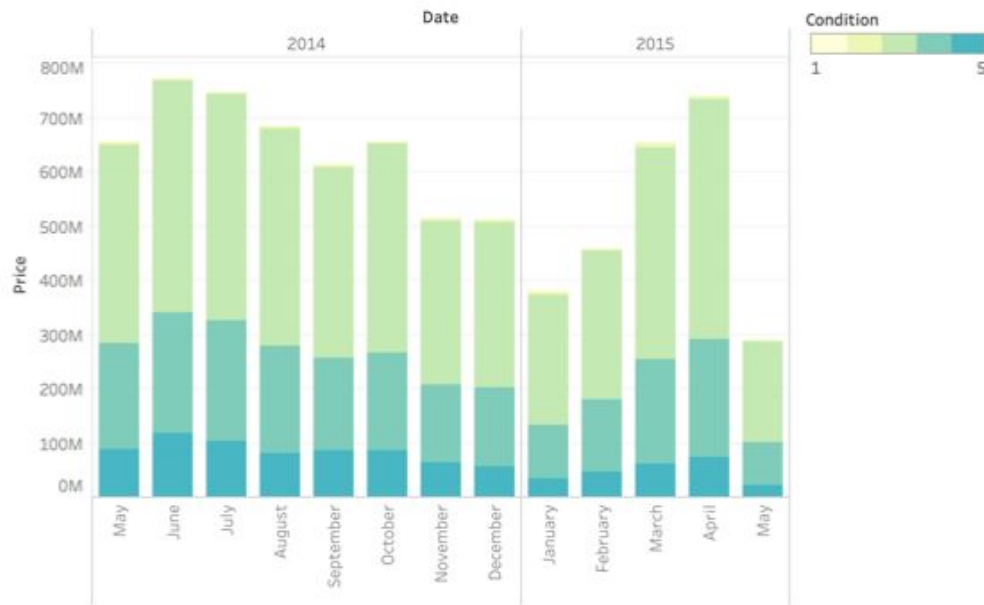
King County Housing Prices Map



Map based on Long and Lat. Color shows details about Price. Size shows details about Price. The data is filtered on Bedrooms and Yr Built. The Bedrooms filter ranges from 1 to 11. The Yr Built filter includes everything. The view is filtered on Price and Exclusions (Lat,Long). The Price filter keeps all values. The Exclusions (Lat,Long) filter keeps 20,799 members.

King County Housing Prices and Condition Rating

Condition is rated from 1-5



Price for each Date Month broken down by Date Year. Color shows details about Condition.

FEATURES TO CONSIDER

- Condition of the house
- Number of bedrooms
- Square footage of the lot
- Basement size

THE PROCESS

CLEAN DATA

Organize the data, remove outliers and missing data

FEATURE OPTIMIZATION

Check features for collinearity transform units if needed

RUN REGRESSIONS

Try using various features to check how well they predict price using regression

Features Used



Sqft Lot and Sqft Living15 vs. Price. Color shows details about Bedrooms. Size shows details about Floors. The view is filtered on Price, which ranges from 78000 to 700000.



RESULTS



#1

BEDROOMS

Increasing the number of livable spaces greatly increases the value of your property.

#2

BASEMENTS

Having a good sized basement, will increase buyers' desire.

#3


LOT SQ FT

The size of your lot is also an impacting factor.

#4

NEIGHBORS

Your neighbors space also increases your houses' value.





FUTURE WORK



TECH COMPANIES

Looking at the proximity of big tech companies' offices and the housing cost in the proximity.

MULTI-FAMILY UNITS

Isolate multi-family dwelling spaces and what are good predictors for their prices in contrast to single family dwellings.

GENTRIFICATION

Overlay the gentrification data with the housing costs and look for trends over time.

THANKS

Does anyone have any questions?

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