

Century 21 Kings County Housing Analysis

Overview

This is a project to understand the housing data provided by Kings County. Our exploration into the data will include an in depth analysis of modeling and regression.

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Business Understanding

- Century 21 is a real estate company with a footprint across the United States
- Century 21 would like to get more insight into how to better price houses

Data Understanding

- We have data from several recent sales of houses including when the house built, sqft of the lot and of the living space
- Source: King County housing data

Modelling

- We are trying to predict a price via factors such as a housing score, floors, and other features
- One feature we are using is the product of grade and the log transform of sqft living space

Regression

- Based on the regression of grade and square foot living space, I found that a high grade would lead to a high resale value along with a lot of living space
- The regression shows that for each unit increase in housing score we are seeing about a 3.78% increase in house value
- We are also seeing a decrease of 0.4% on the year built meaning that the older houses are selling better

Recommendations

Based on these findings, I suggest renovating an older house to have more living space and a higher overall quality (leading to a higher housing score in the model)

Next Steps

- Investigate why older houses are doing better than newer houses
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Thank you

Samuel Marder

<https://www.linkedin.com/in/sammarder/>

<https://github.com/sammarder/>