

King County Housing Presentation

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Summary

The struggle of Zillow to successfully flip homes nationwide creates an opportunity for local competitors.



- Use descriptive analysis to understand the housing market in King County, Washington.
- Use Linear Regression techniques to model the housing and location features to understand price factors.
- Make recommendations based significant coefficients.

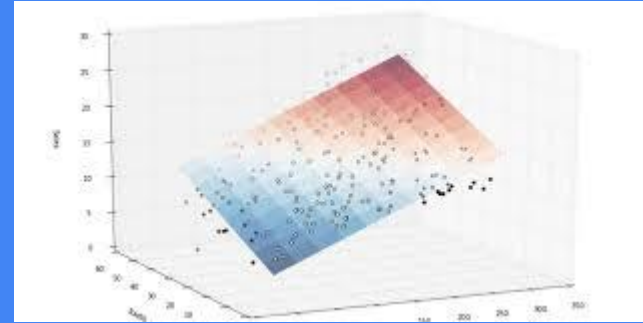
Business Problem

- Evaluate the best allocation of resources for property improvements.
- What locations will best add to the overall value of home in the given county.
- Understand the value add of chosen improvements.

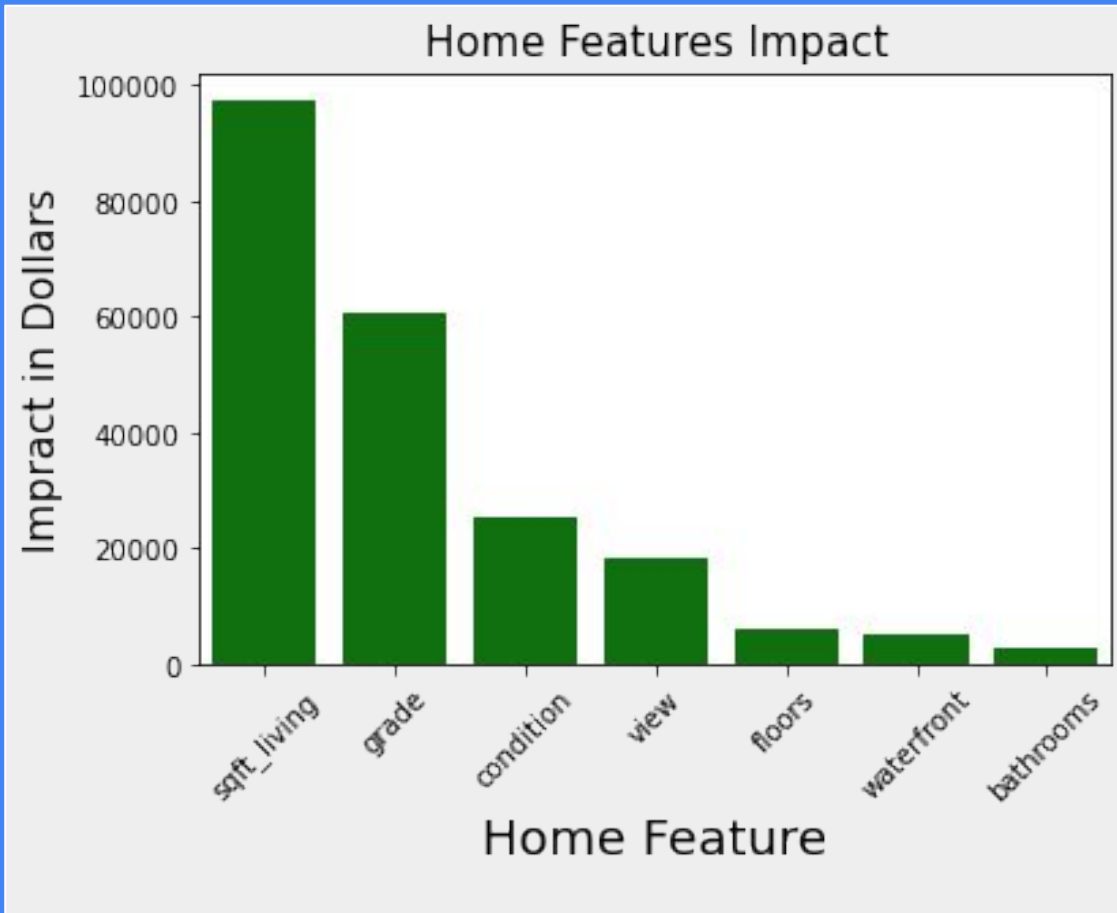


Data and Methods

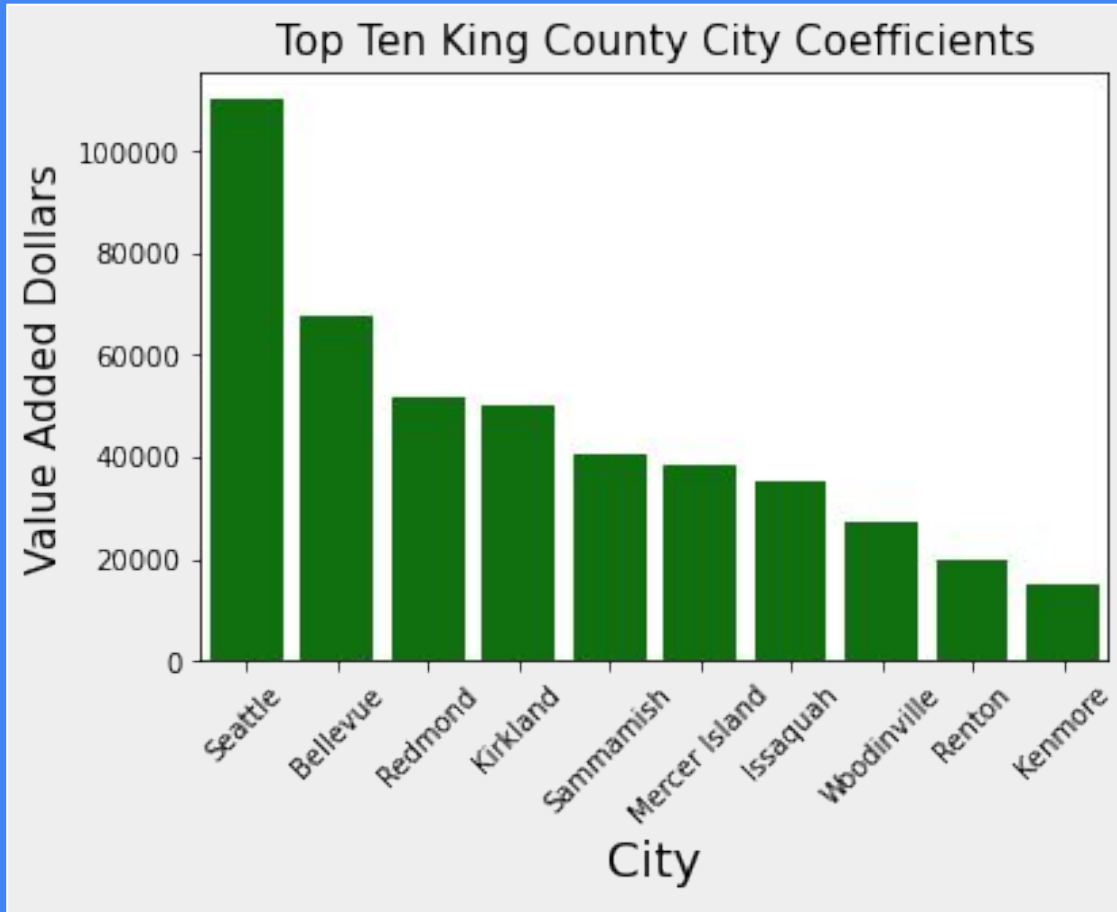
- Analyzed a Dataset containing 21,597 home sold from 2014 and 2015
- Home information included construction date, size information, and location information
- Employed Python, Linear Regression, Stats Modeling.



Results



- Adding Living Space had the greatest overall impact on home price.
- Each additional square foot of living space added \$126 to home price.
- Adding a floor would mean an additional \$11,770



- The model adds home value relative to Auburn Washington.
- Seattle adds over \$100,000 to home value
- Consider these areas as potential purchase targets

Conclusions

- Look to increase overall square footage of the living space.
- Improvements of building condition will also show substantial results.
- Price impact will vary from city to suburban areas.

Further Consideration

- Model location on a more specific granular level.
- Gather more data on renovations, condition, and grade.
- Explore more complicated interactions in further housing models.