



ACME REALTORS

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# ZILLOW ZIPCODE FORECAST

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# TODAY'S DISCUSSION

## OUTLINE OF TOPICS

Business Problem

Data

Methods

Results

Next Steps

# BEAT THE SELLER'S MARKET

**WHAT FIVE ZIP CODES  
SHOULD YOU INVEST IN?**

**A data-driven tool to enable First Time Home Buyers  
to think like Real Estate Investors**



“

**Risk comes from  
not knowing what you're doing**

- WARREN BUFFET

# THE DATA

## 1996 - 2021 ZHVI

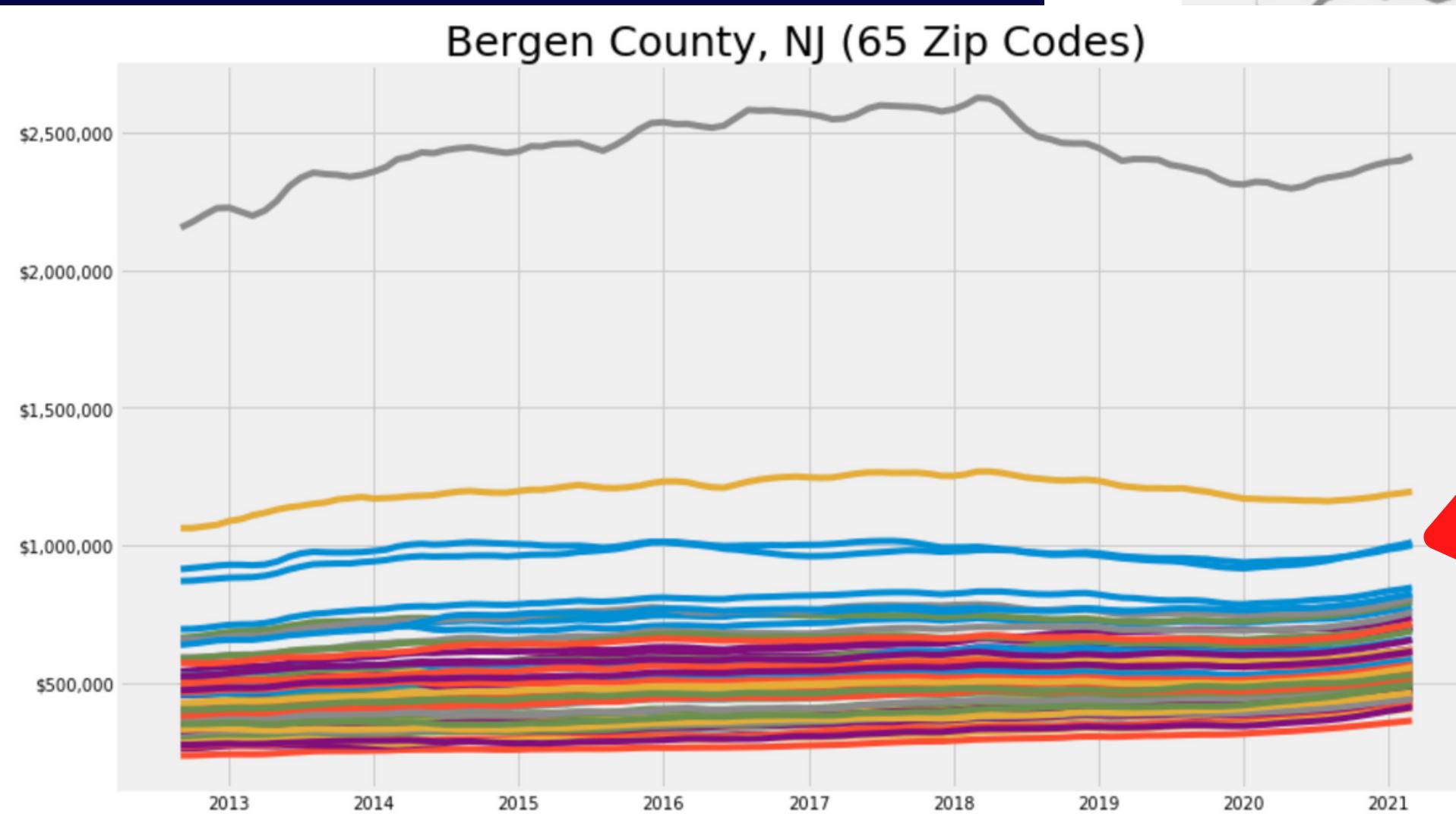
The Zillow Home Value Index (ZHVI), is built from the ground up by measuring monthly changes in property-level Zestimates, capturing both the level and appreciation of home values across a wide variety of geographies and housing types.

# Methods

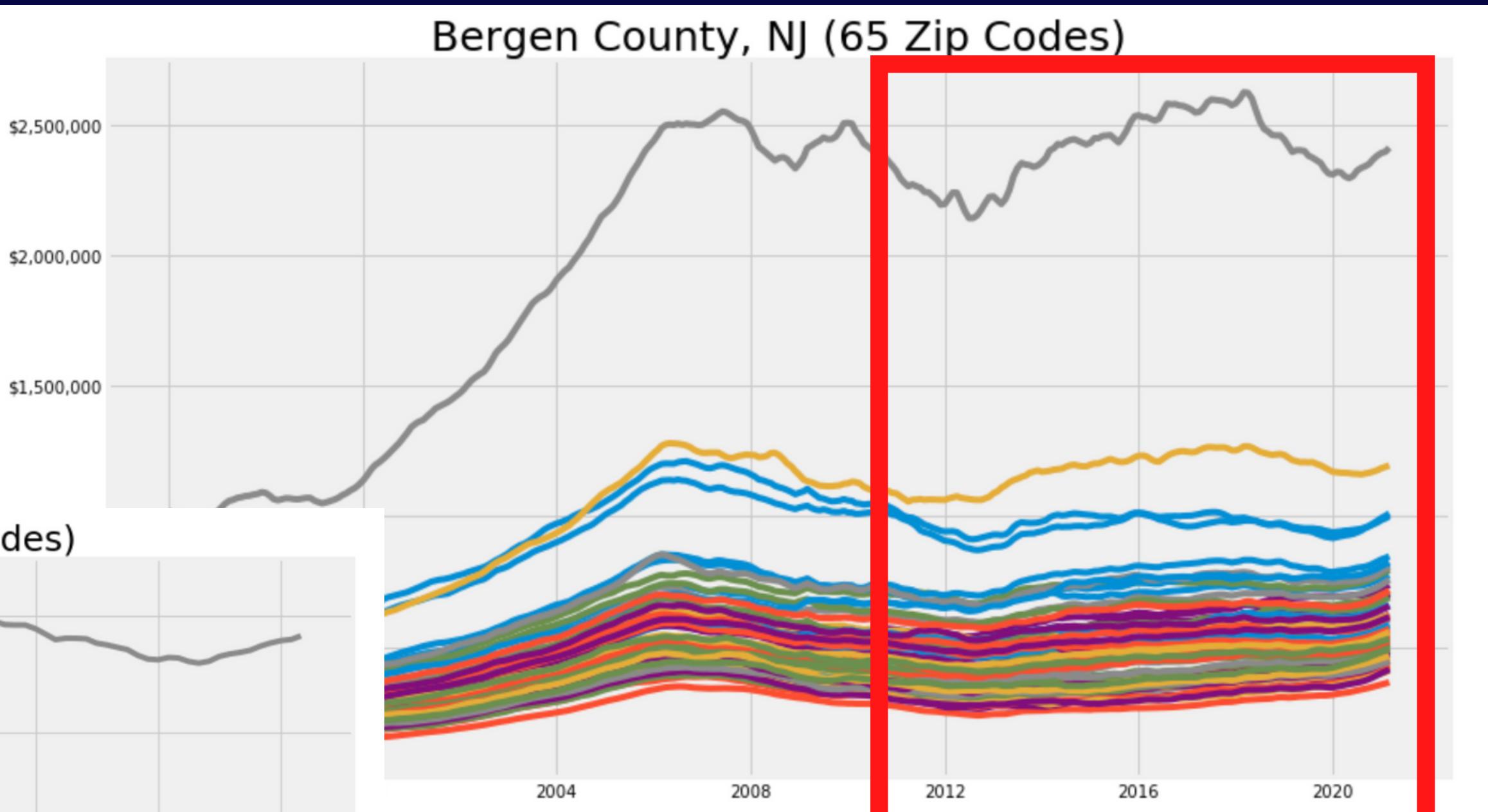
IDENTIFY ZIP CODES	BUILD MODEL	MAKE PREDICTIONS	RECOMMEND TOP ZIP CODES
User will define the desired zip codes to consider. These can be in multiple geographies.	Using auto ARIMA to build a machine learning model fit and validated on historical data.	Using the model, make predictions for the given zip codes and compare.	Based on history and predictions, make recommendations on the zip codes that have the potential for return on investment.

# RECOVERY ONWARDS

Bergen County, NJ (65 Zip Codes)



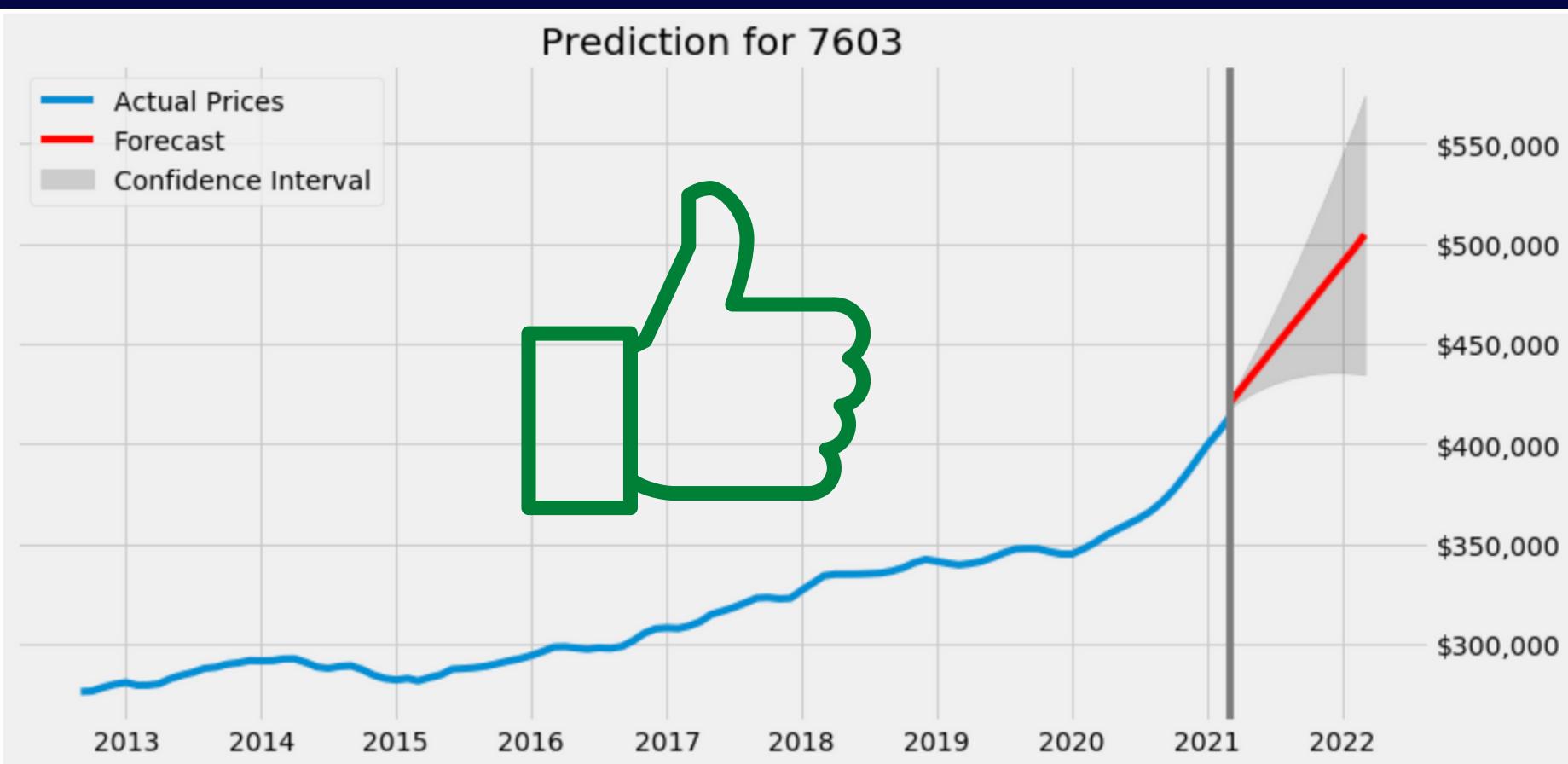
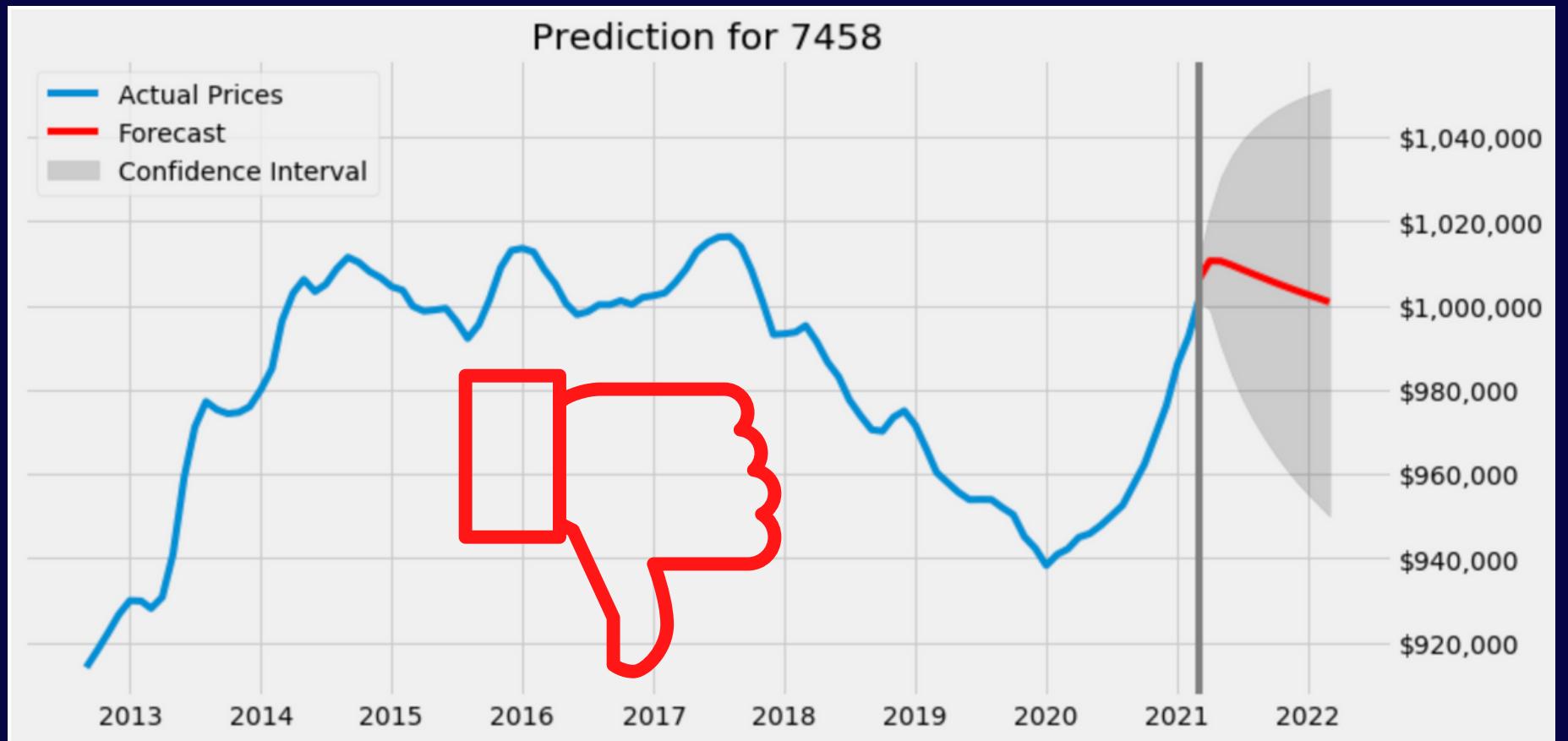
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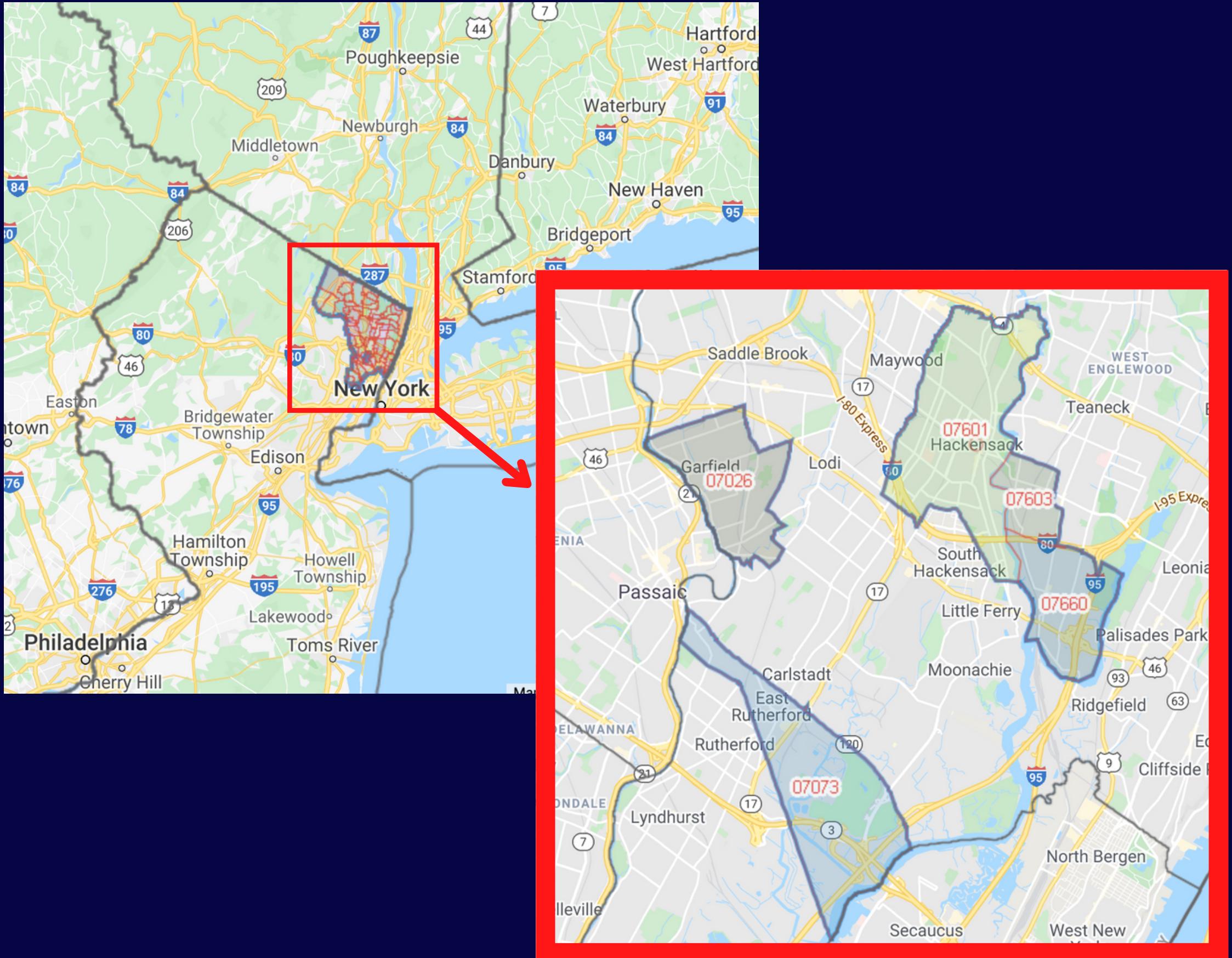
# RESULTS

Good Model

Bad Model



# RESULTS



## PROJECTED GROWTH

Bogota, NJ - 22.06%

Ridgefield Park, NJ - 20.02%

Garfield, NJ - 18.99%

East Rutherford, NJ - 16.35%

Hackensack, NJ - 15.41%

# CONCLUSIONS

## VALUABLE

Empower, equip and enable  
First-Time Homebuyers

## GRAIN OF SALT

2020-2021 are difficult years  
to model on

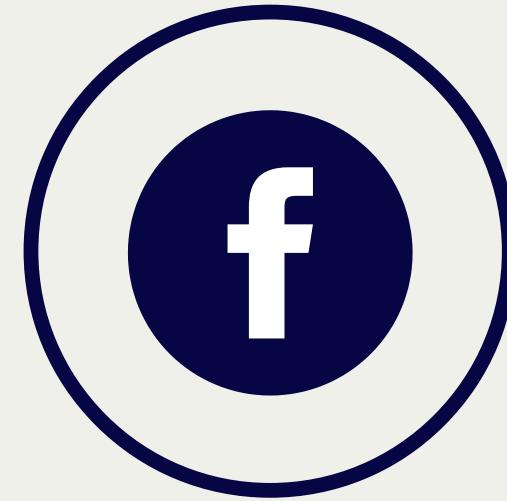
## FUTURE WORK

More work to get this tool  
to be consumer ready

# FUTURE WORK



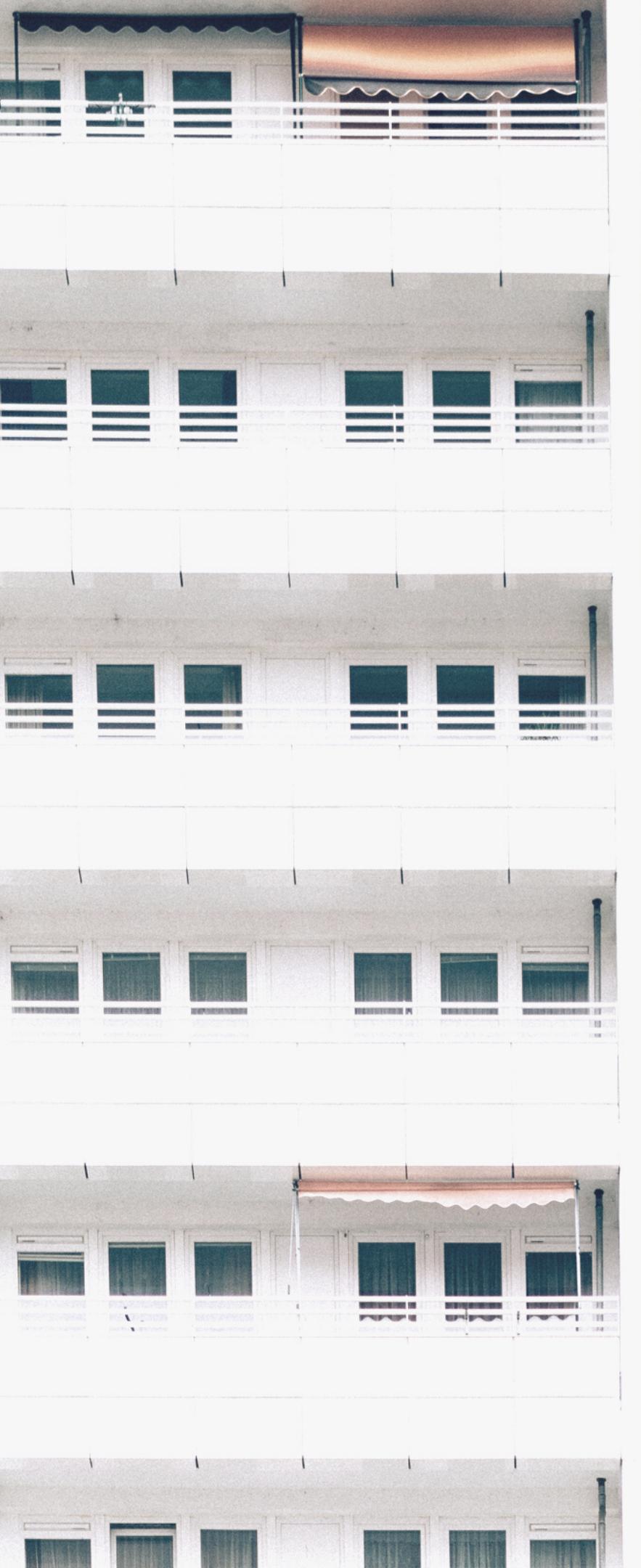
Proprietary  
Score



Other Models  
& Datasets



Graphical User  
Interface



**THANK YOU**

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