

An aerial view of the Atlanta skyline, featuring the Empire State Building prominently on the right. The city is densely packed with various skyscrapers and buildings, with a mix of modern glass facades and older brick structures. The sky is a soft, hazy blue, suggesting a clear day.

ATLANTA ZIP CODE ANALYSIS

PROJECT FOR HELLBENT INVESTMENTS

SIERRA STANTON, 07/2021

SUMMARY

Overview of Project

We'll use past data gathered on home values across the city of Atlanta to determine **which five ZIP codes** are most likely to bring in the most future ROI for Hellbent.



OUTLINE

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- Atlanta Development Problem
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ATLANTA DEVELOPMENT PROBLEM



- There are over ten ZIP codes across Atlanta, but we can only focus on five
- XY
- YZ
- How do we determine the top 5 best zip codes for us to invest in?

DATA ANALYZED

- **Zillow Research's Zillow Data:** this dataset represents over 14,000 ZIP codes across the United States.
 - ZHVI: Zillow Home Value Index
 - Monthly time stamps from 1996-2018

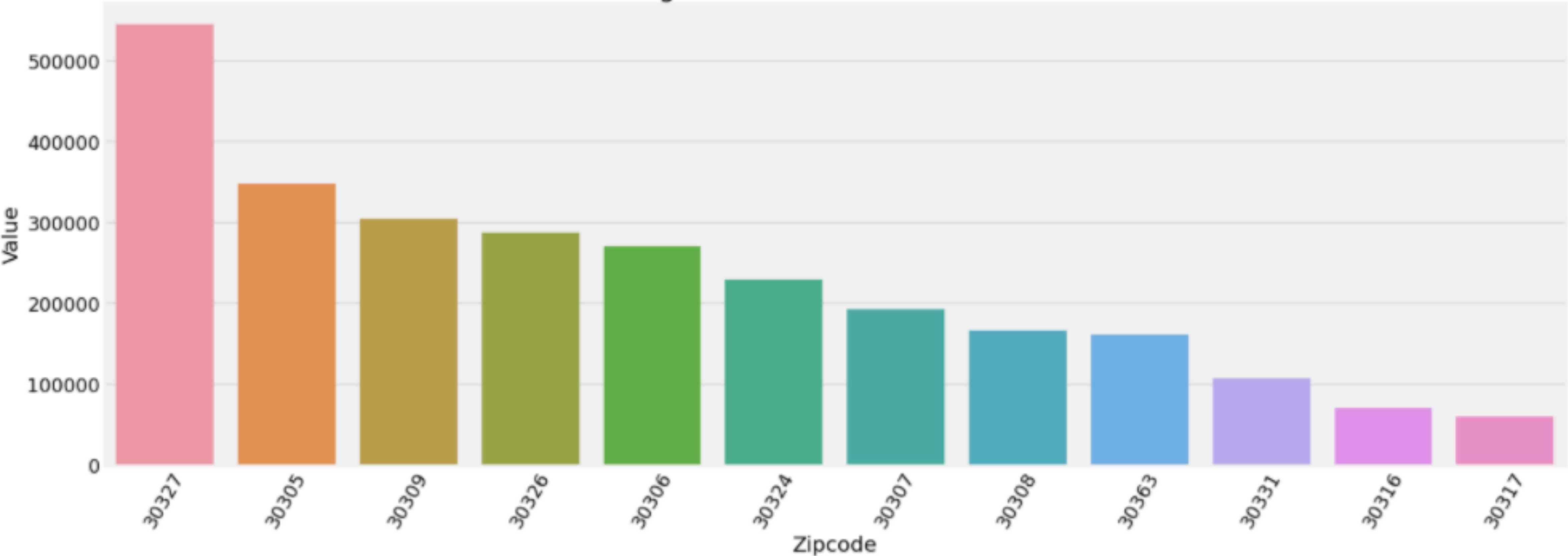


METHODOLOGY

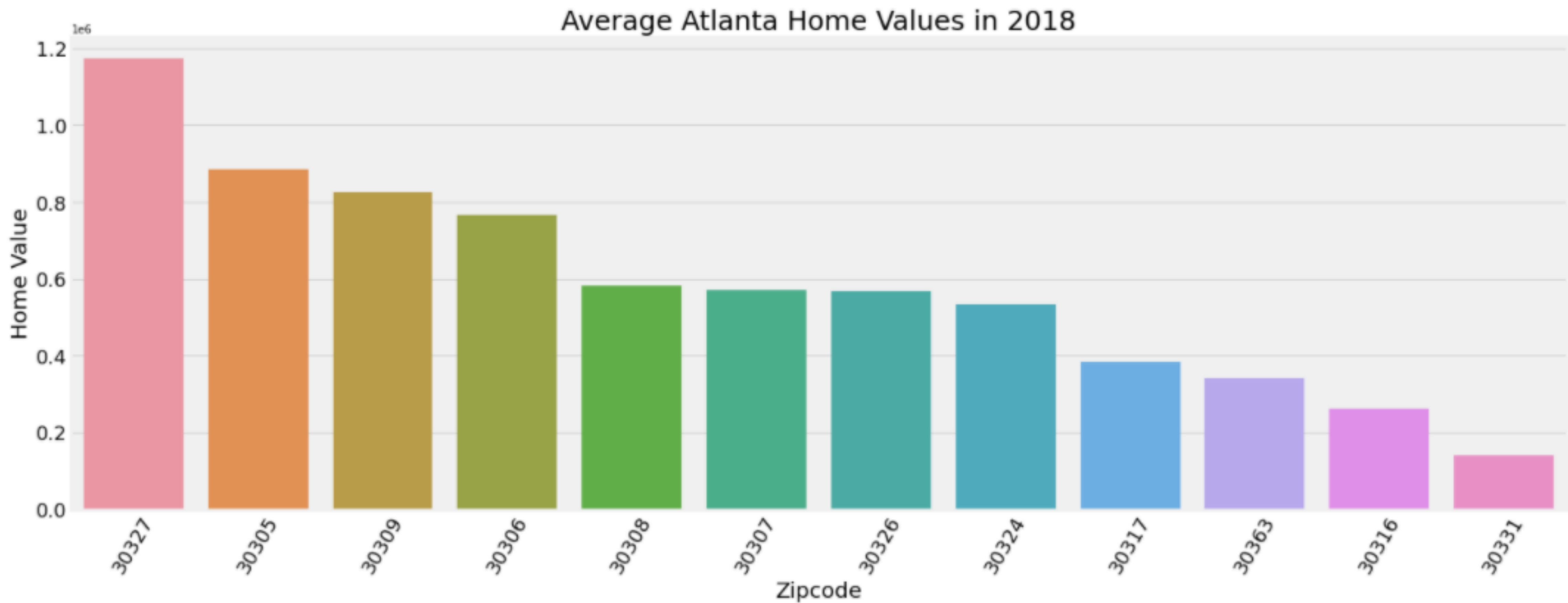
We cleaned this data and ran multiple model iterations across time-series methods in order to narrow down our target ZIP codes to the few most fitted for Hellbent Investments.

RESULTS: EXPLORATORY

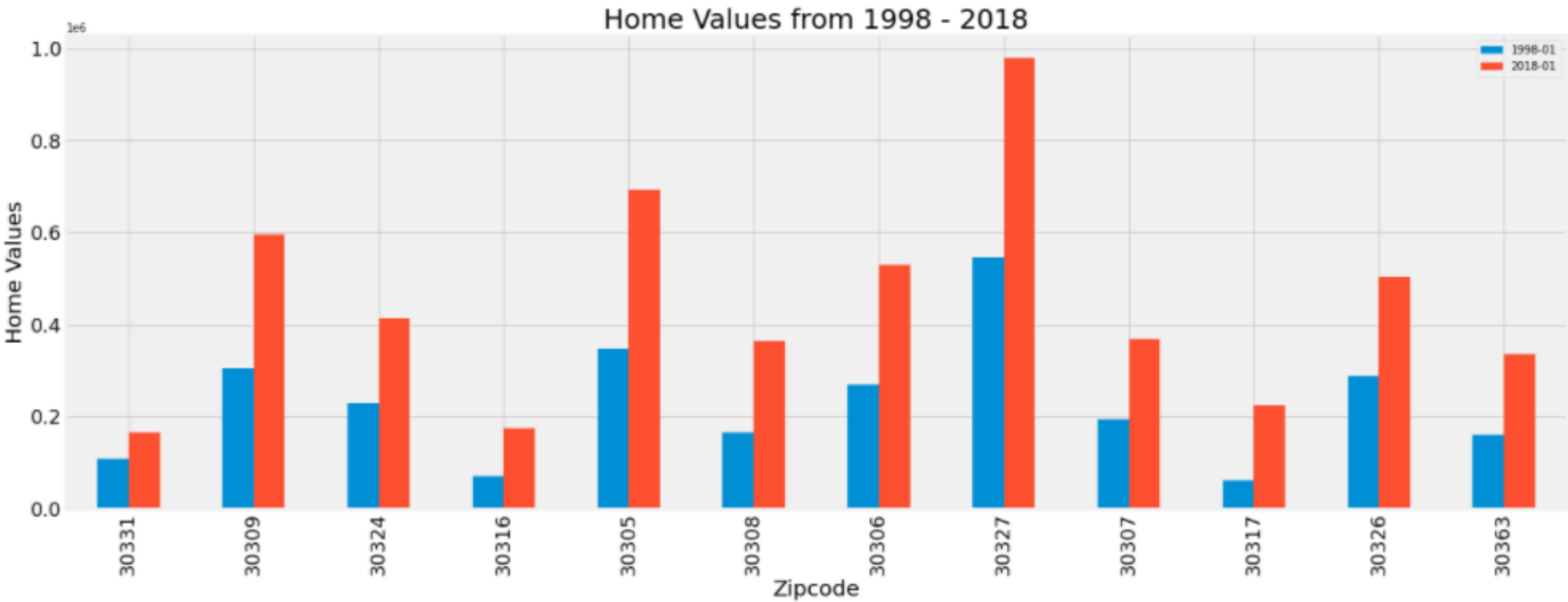
Average Atlanta Home Values in 1998



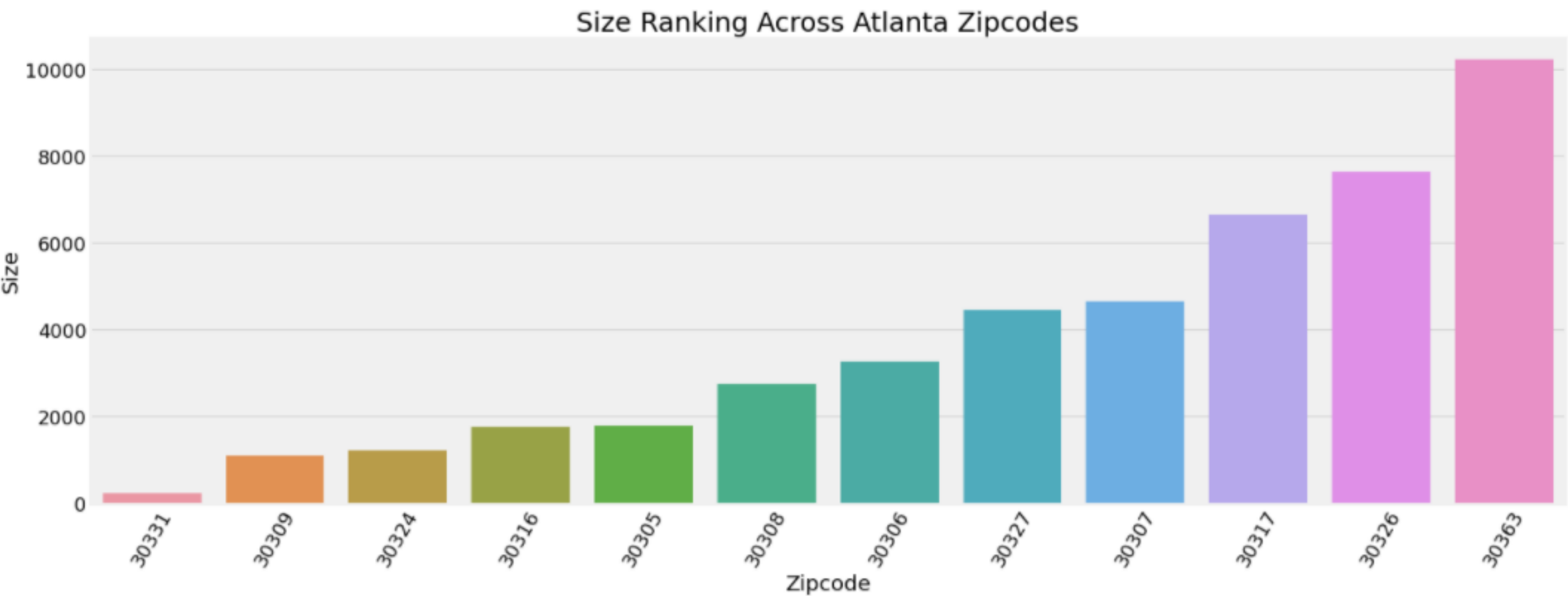
RESULTS: EXPLORATORY



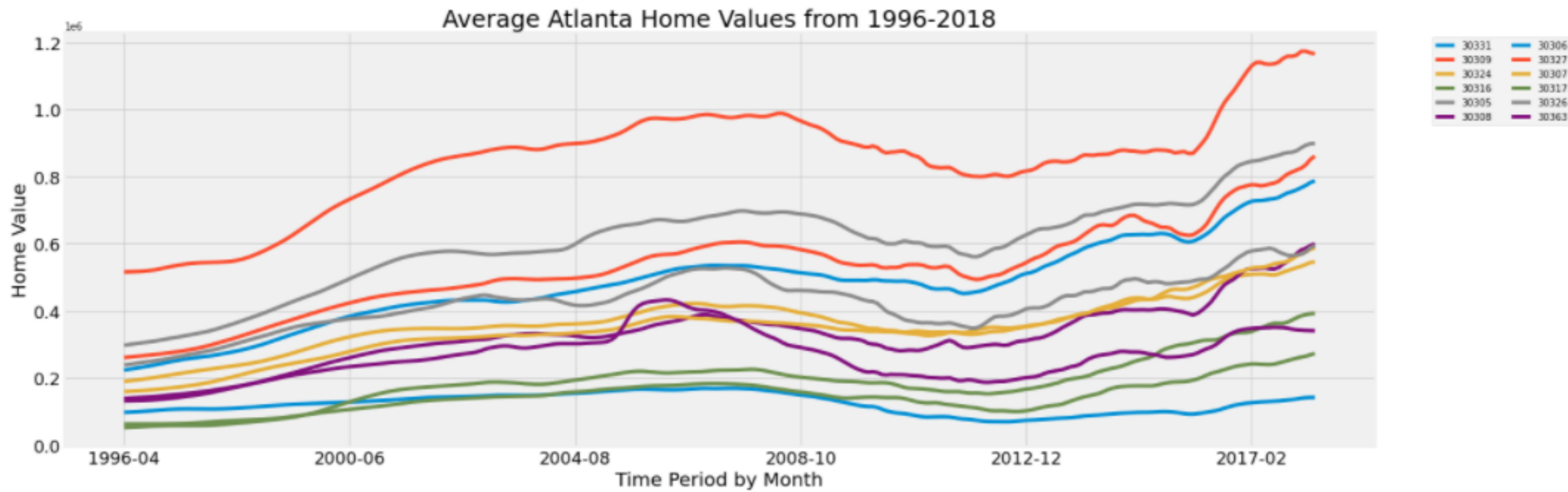
RESULTS: EXPLORATORY



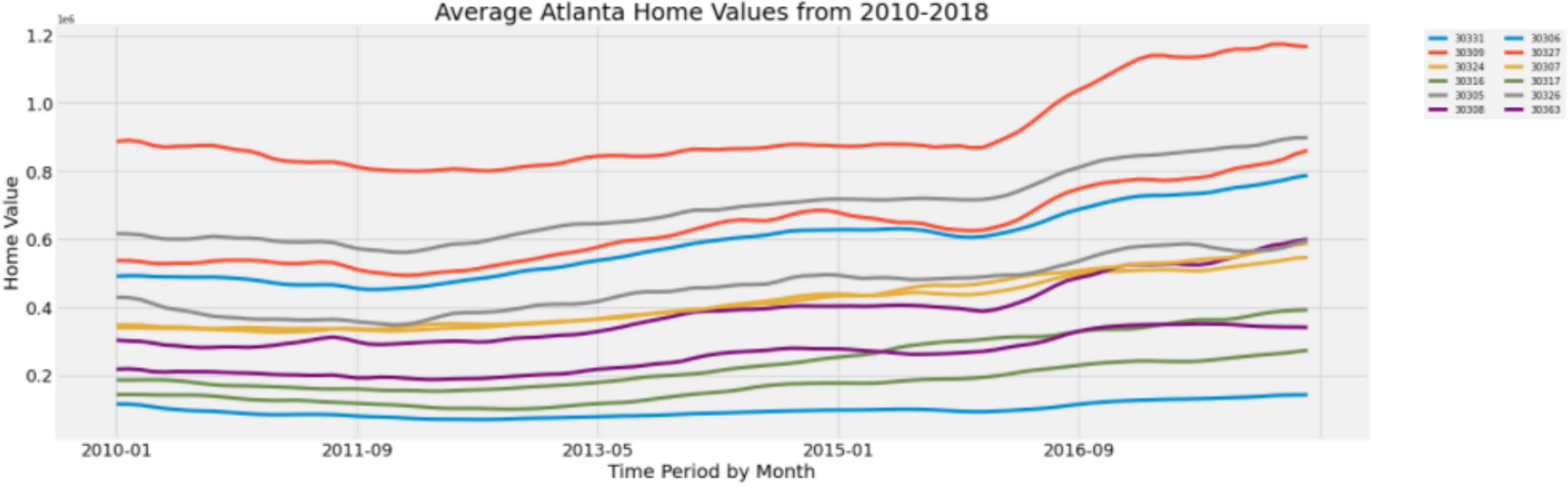
RESULTS: EXPLORATORY



RESULTS: EXPLORATORY



RESULTS: EXPLORATORY



RESULTS: MODEL ANALYSIS

RESULTS: MODEL ANALYSIS

RESULTS: MODEL ANALYSIS

CONCLUSIONS

Next Steps

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THANK YOU!

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