



MOTLEY COLLINEARITY ANALYTICS

HOW TO BE THE KING OF KING COUNTY

BY NISH, SAAD AND ZACH

MEET OUR TEAM

DATA SCIENTISTS IN TRAINING



NIMESHI FERNANDO



SAAD SAEED



ZACHARY RAUCH



TODAY'S AGENDA

- The Business Question
- The Data
- Our Model
- Recommendations
- Next Steps

KELLER WILLIAMS REALTY

**Recommended Strategy: Target
sellers and buyers of houses that are
in highest demand.**





BUSINESS QUESTION

What types of houses are in most demand and where are they located?

THE DATA



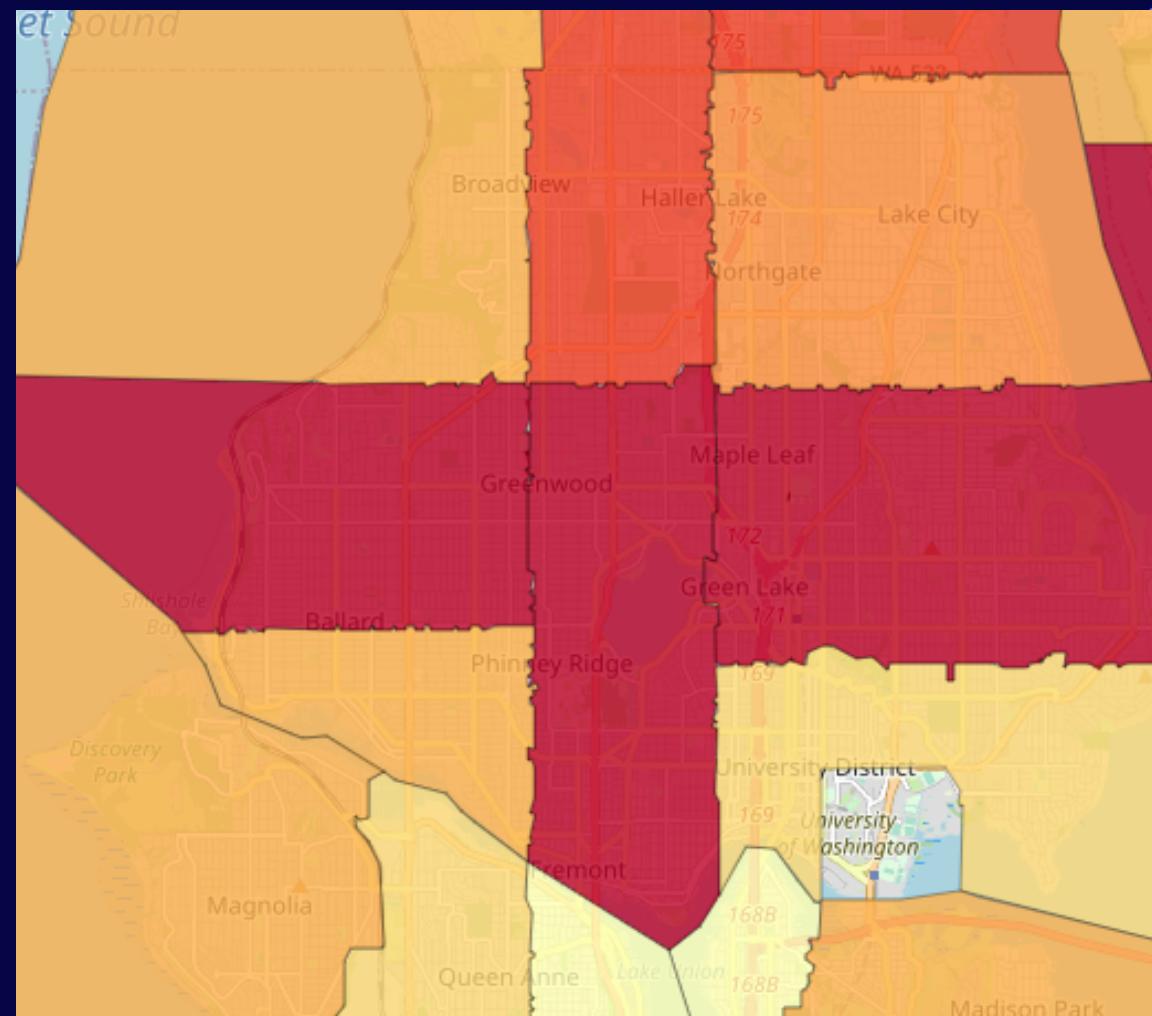
WHAT WE STARTED WITH

- King County Housing Data
- KingCounty.OpenData

WHAT WE FOCUSED ON

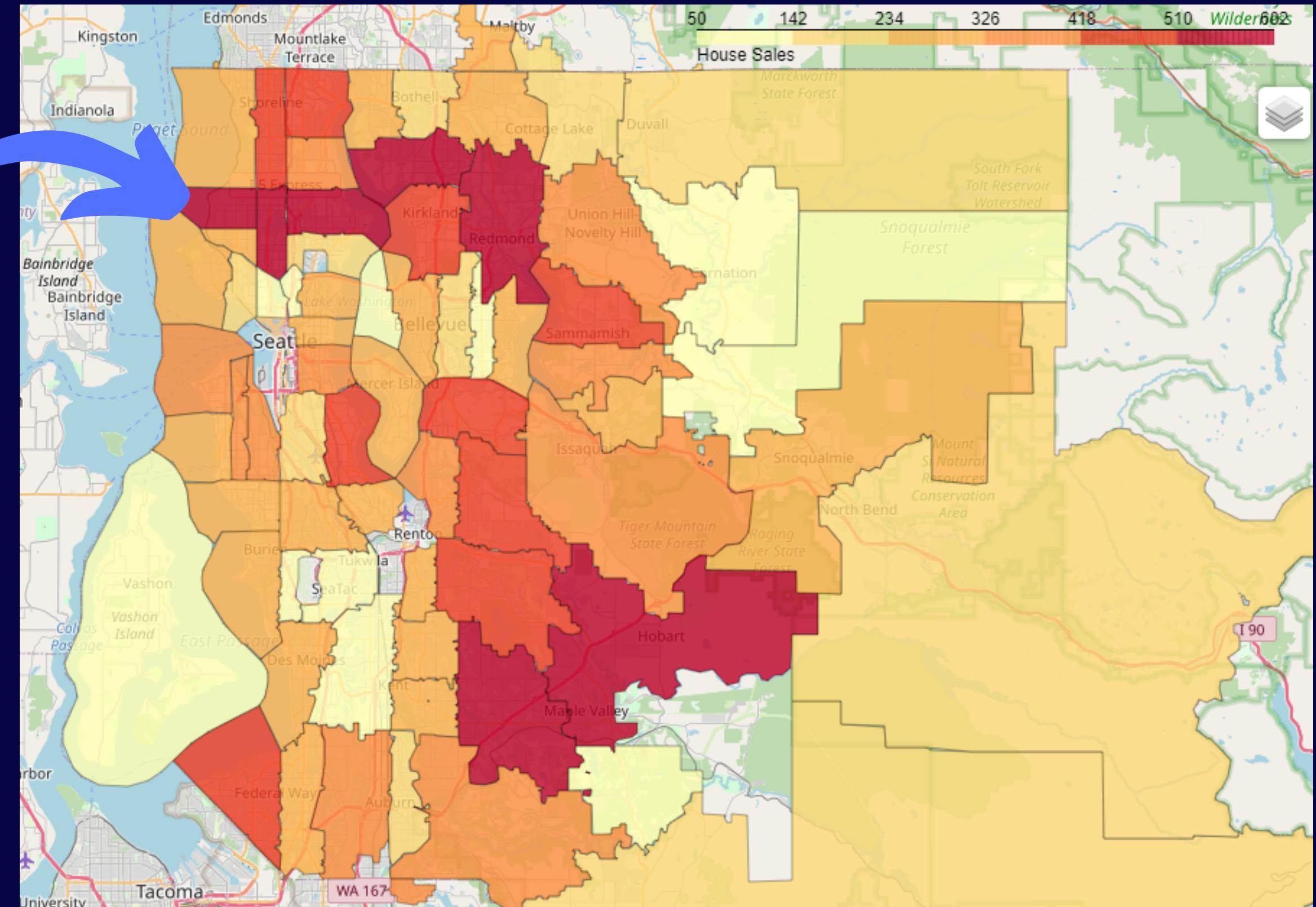
- Age
- Size
- Location

WHICH ZIP CODES HAVE THE MOST NUMBER OF HOMES SOLD?



CITY OF SEATTLE

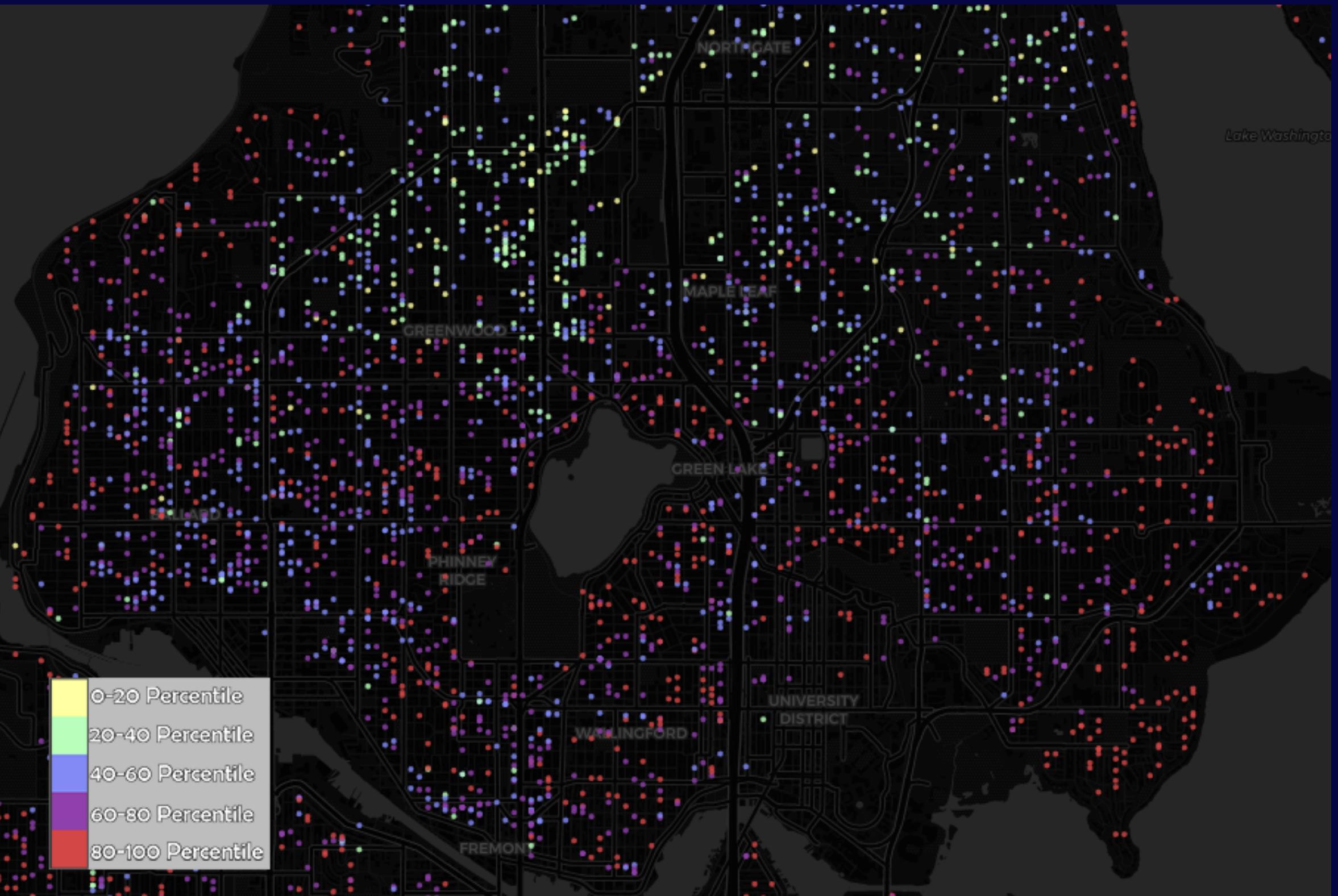
- Green Lake



HOME VALUES IN THE REGION?

GREEN LAKE

- High Sales Volume
- Mid-High priced homes



WHAT FEATURES ARE MOST IN-DEMAND?



3 BEDROOMS

With 2.5 baths

1800 SQFT

**Median house
size**

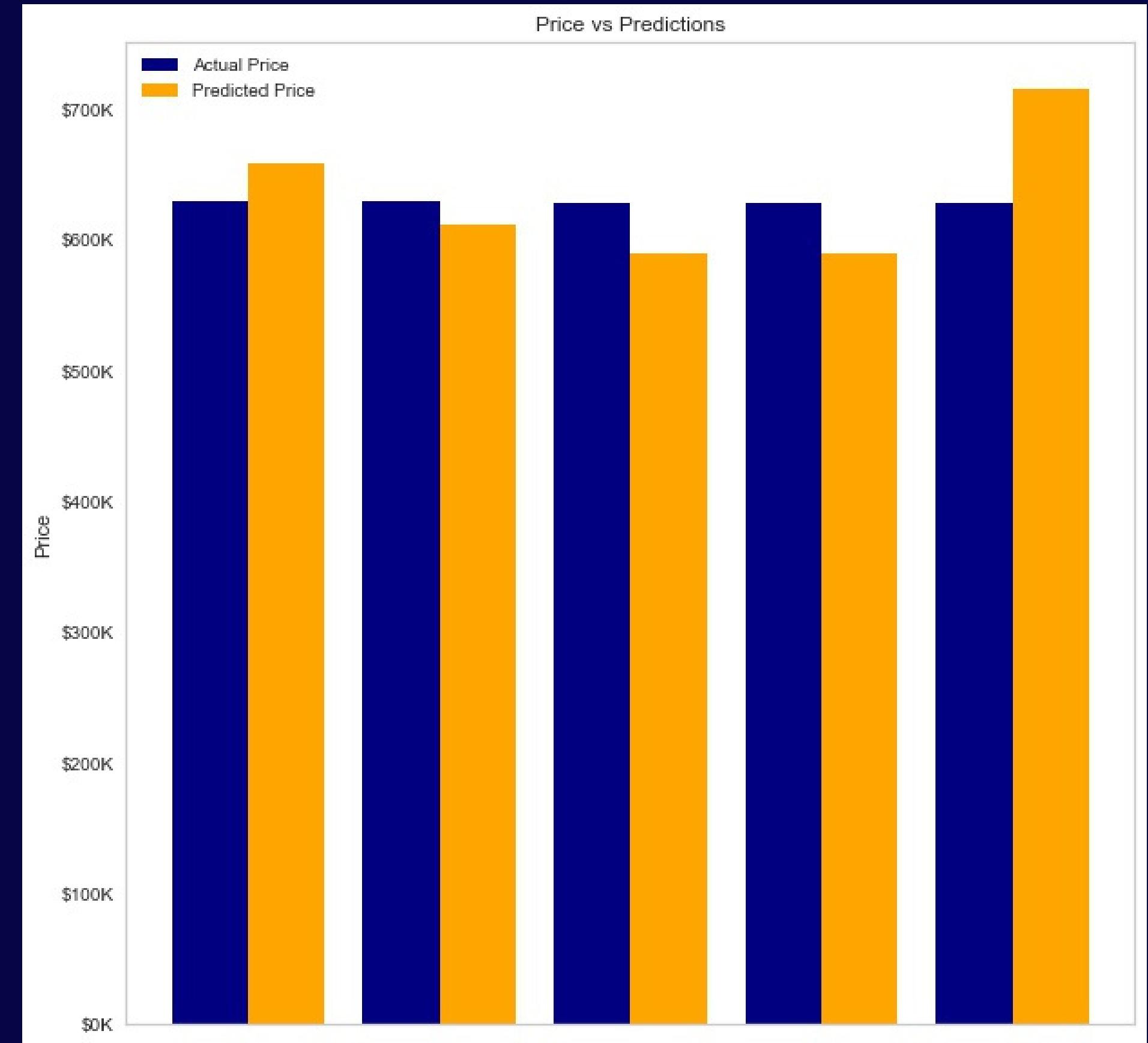
NEWER HOMES

**Most sold homes
were built in the
last 20 years**

OUR MODEL'S PERFORMANCE

Explains over 80% of
price variance

Accurate within a
range of \$87,500



WHAT PRICE RANGE ARE THE MOST IN-DEMAND HOUSES IN?

\$554,000-\$641,000



RECOMMENDATIONS

**TARGET IN-
DEMAND
ZIPCODES**

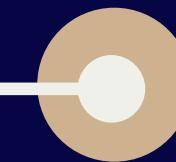
**TARGET IN-
DEMAND
FEATURES**

**PREDICT
REVENUE
BASED ON
MODEL**

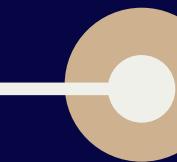
**ISOLATE
BUYER TARGET
MARKET**



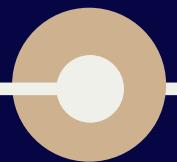
NEXT STEPS



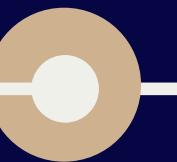
**FIRST PARTY
DATA
GATHERING**



**COST-SIDE
ANALYSIS**



**TIME SERIES
DATA
MODELING**



**HOUSING
MARKET
INVESTIGATION**



THANK YOU!

START YOUR ANALYTICS JOURNEY WITH US:
PRICE PREDICTION AND ANALYTICS IN KING COUNTY



LET'S CONNECT!

MOTLEY COLLINEARITY ANALYTICS

SOCIALS

[LinkedIn - Nimeshi](#)

[LinkedIn - Saad](#)

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