
Tailored Insights: Personalized Real Estate Market Analysis

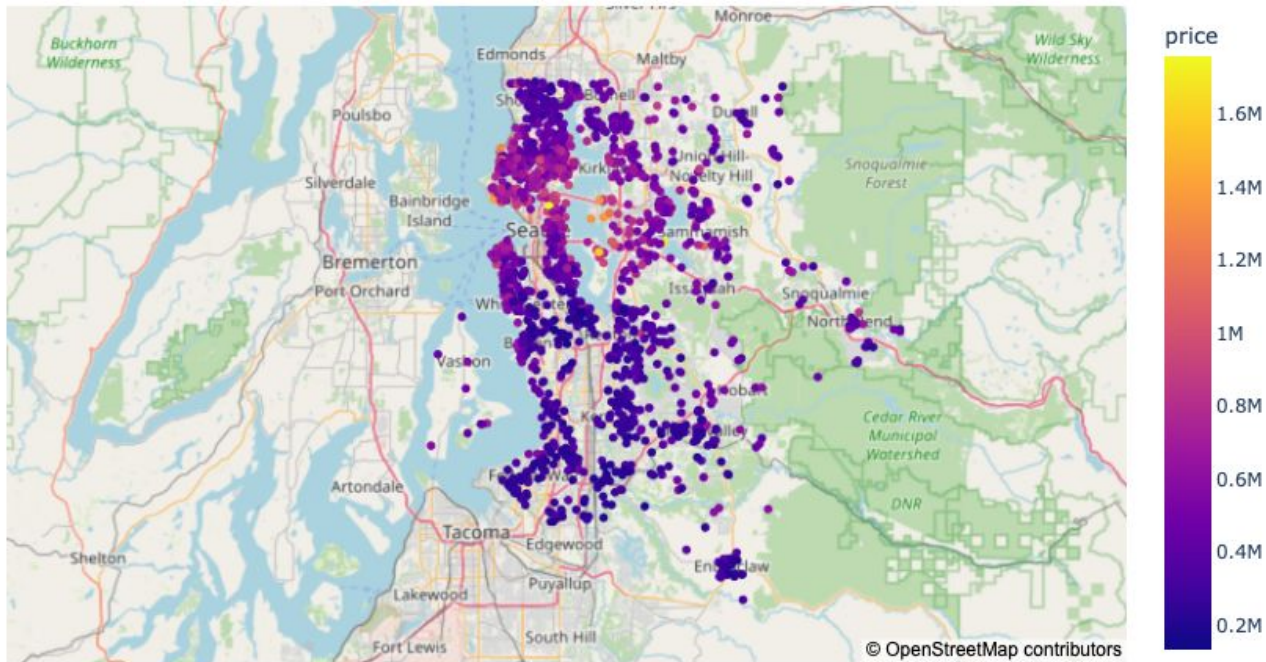
— Discovering your stakeholder's ideal investment —

Outline

- **Introduction**
- **Analysis of the housing market**
 - A. Relationship between specific house attributes and house prices?
 - B. Relationship between time of the year and house prices?
 - C. Relationship between location and house prices?
- **Top 5 house recommendations**
- **Outlook**

Introduction

Available houses in Kings County



Total of houses:
N = 21.420

Average house
price:
450.000 USD

Stakeholder profile



5 kids, 1 adult

Sporty family
(large equipment)



Restricted
financial means



Looking for a social
environment

Objective

... to find houses

- with at least 3 and max. 6 bedrooms
- with exact 2 bathrooms
- with a basement (preferred)
- in a condition that allows to move in immediately
- in a nice environment
- below the median price

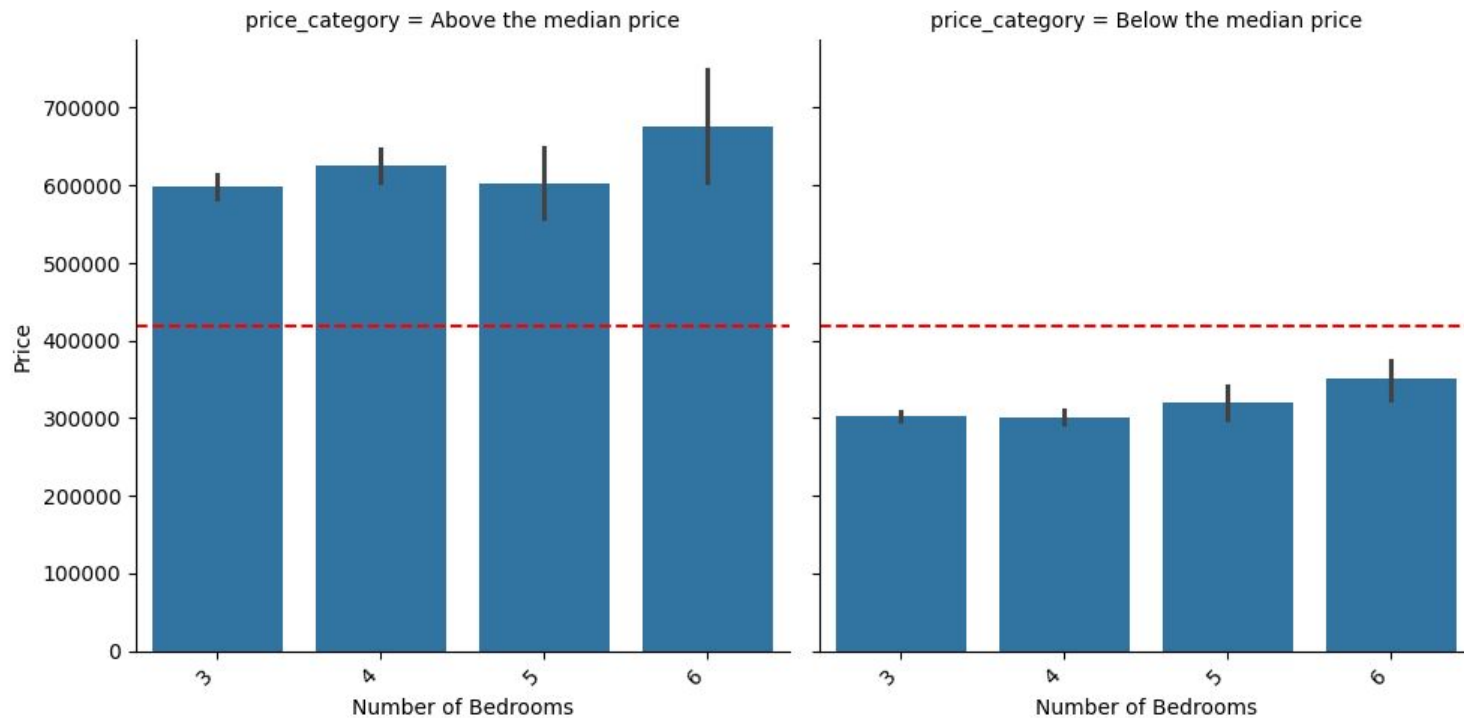


Analysis of the housing market

A. Is there a relationship between house attributes and house prices?

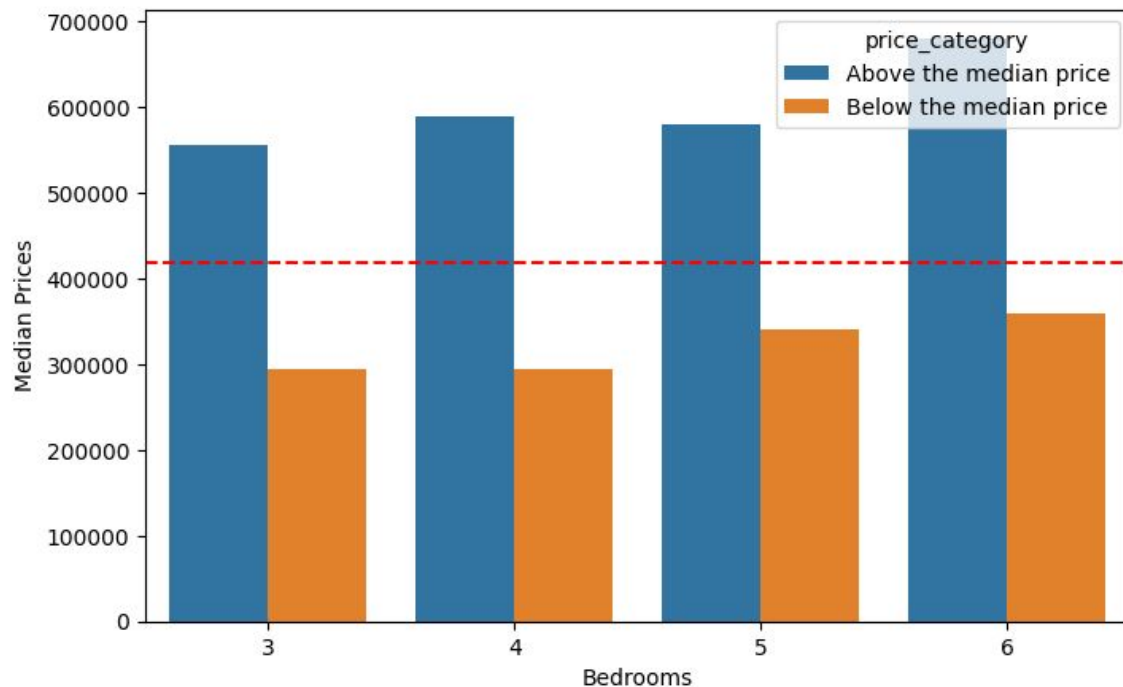
Relationship between house attributes and house prices

1. The more bedrooms in the house, the higher the price.



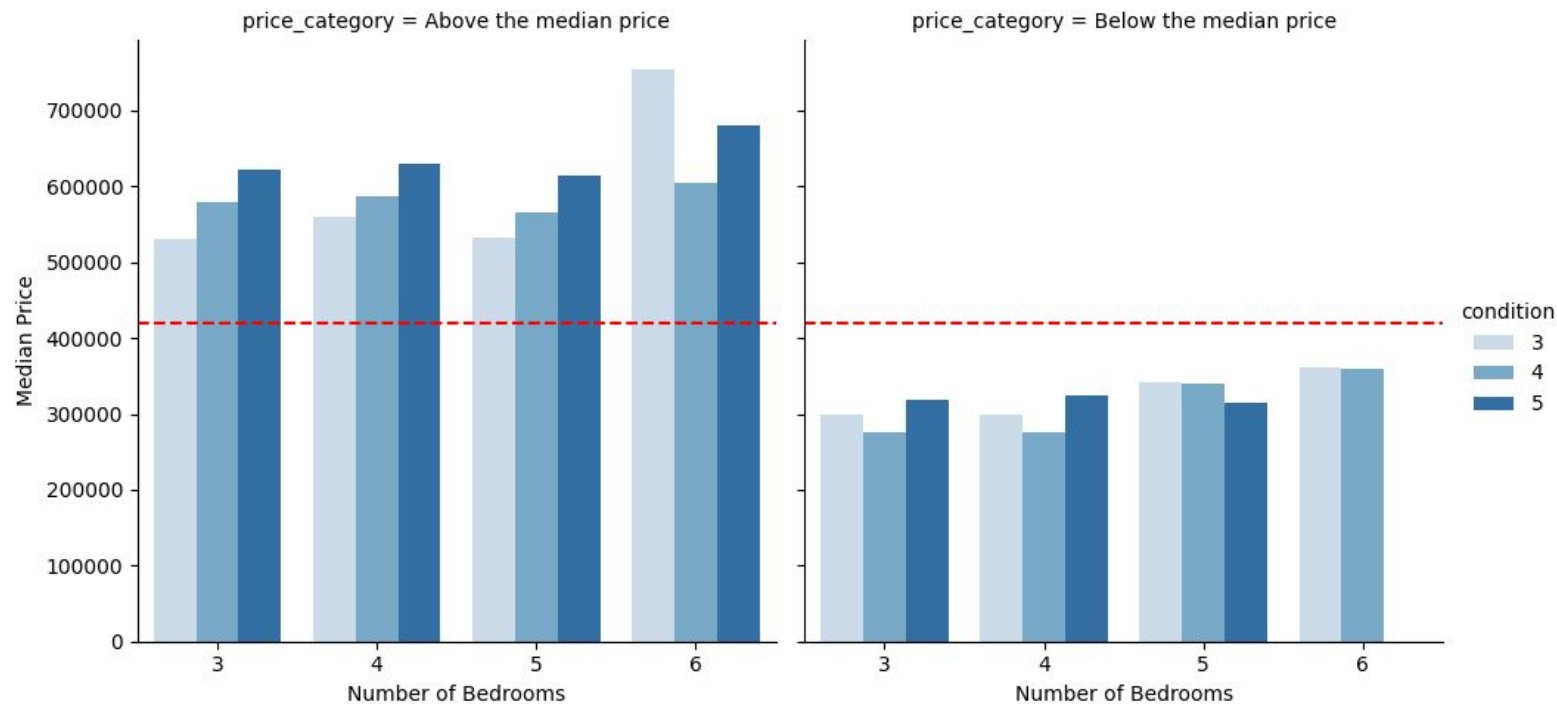
A. Relationship between house attributes and house prices

1. The more bedrooms in the house, the higher the price



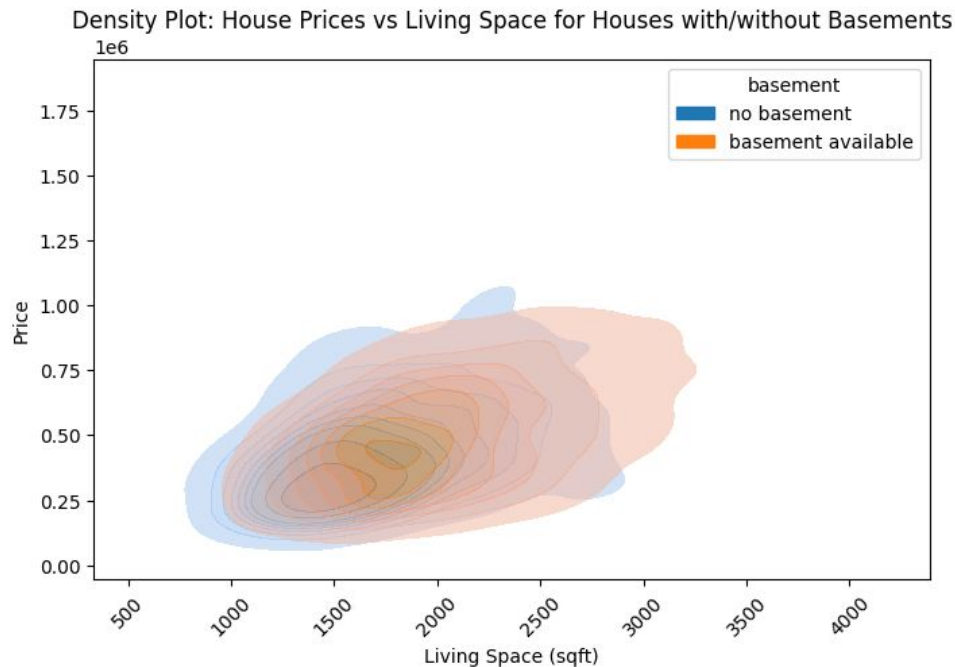
A. Relationship between house attributes and house prices

2. The better the condition, the higher the price



A. Relationship between house attributes and house prices

3. The larger the living area, the higher the price



A. Relationship between house attributes and house prices

Summary

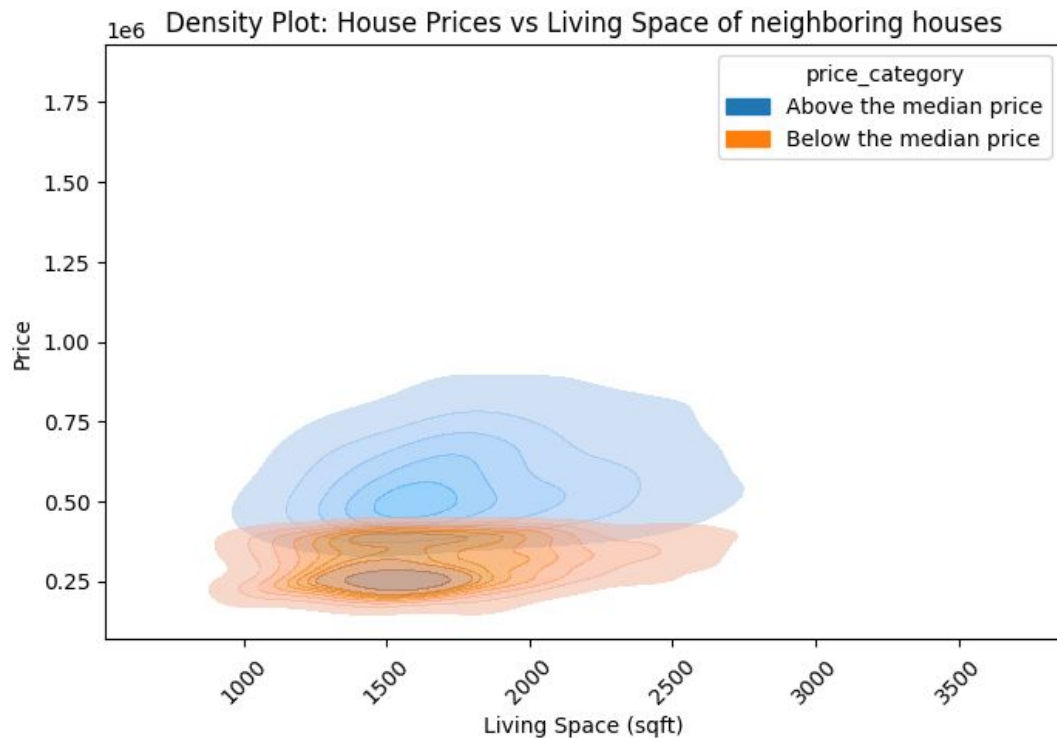
- The **more bedrooms** in the house, the **higher** the house **price**
- House **prices tend to increase** with **better condition**, but the pattern is less clear for lower price categories
- The **larger the living area**, the **higher the prices**
- Houses with a **basement** in all price categories

Analysis of the housing market

B. Is there a relationship between the location of a house and house prices?

B. Relationship between the location of a house and house prices?

4. The larger the living area of the next 15 neighbors, the higher the price



B. Relationship between the location of a house and house prices?

Summary

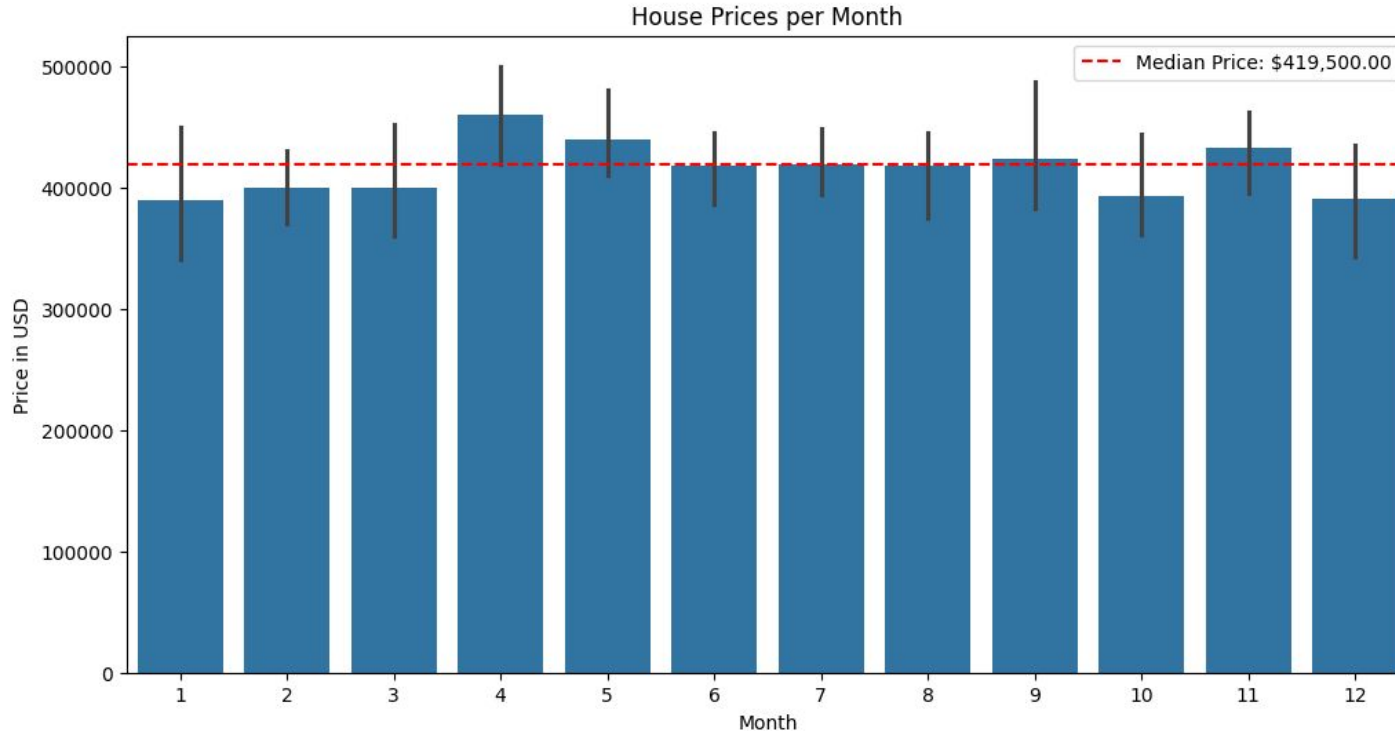
- **Fewer low price category houses in neighborhoods with larger living spaces**

Analysis of the housing market

C. Is there a relationship between the time of the year and the house prices?

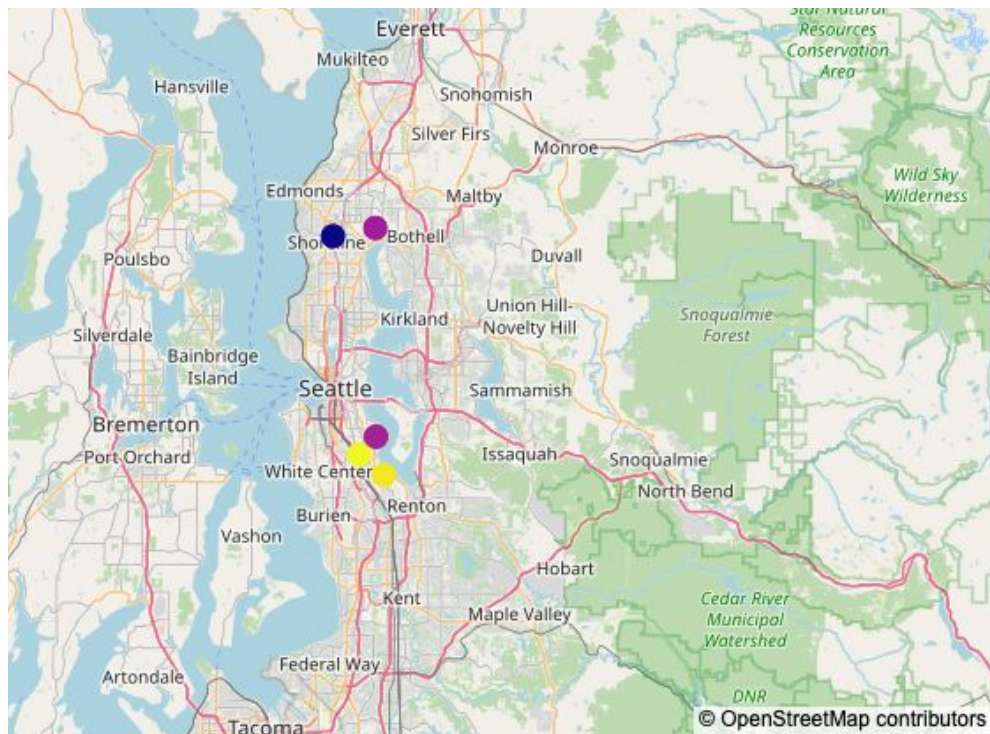
C. Relationship between the time of the year and house prices

5. House prices are lower between December and March



Top 5 house recommendations

Top 5 house recommendations in Kings County



Top 5 house recommendations in King's County

House ID	Price (USD)	Bedrooms	Bathrooms	Basement	Condition	Living area (sqft)	Living area (neighbors , sqft)
House 1	335.000	6	2	√	3	2020	2020
House 2	375.000	6	2	√	4	1900	2090
House 3	387.500	6	2	√	3	2400	1290
House 4	400.000	6	2	√	3	2350	1560
House 5	415.000	6	2	√	3	2500	1800

Outlook

- Investigate neighborhood characteristics of the recommended houses
- Define minimum required living space
- Define preferred ratio of above living space / basement space