

Property Consulting

Insights from sales data

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neuefische Data Practitioner Bootcamp cgn-dp-23-1



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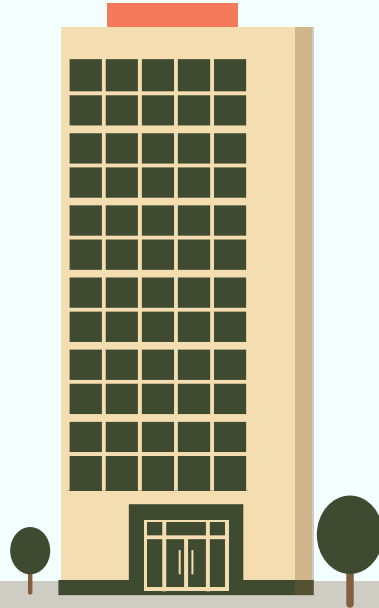
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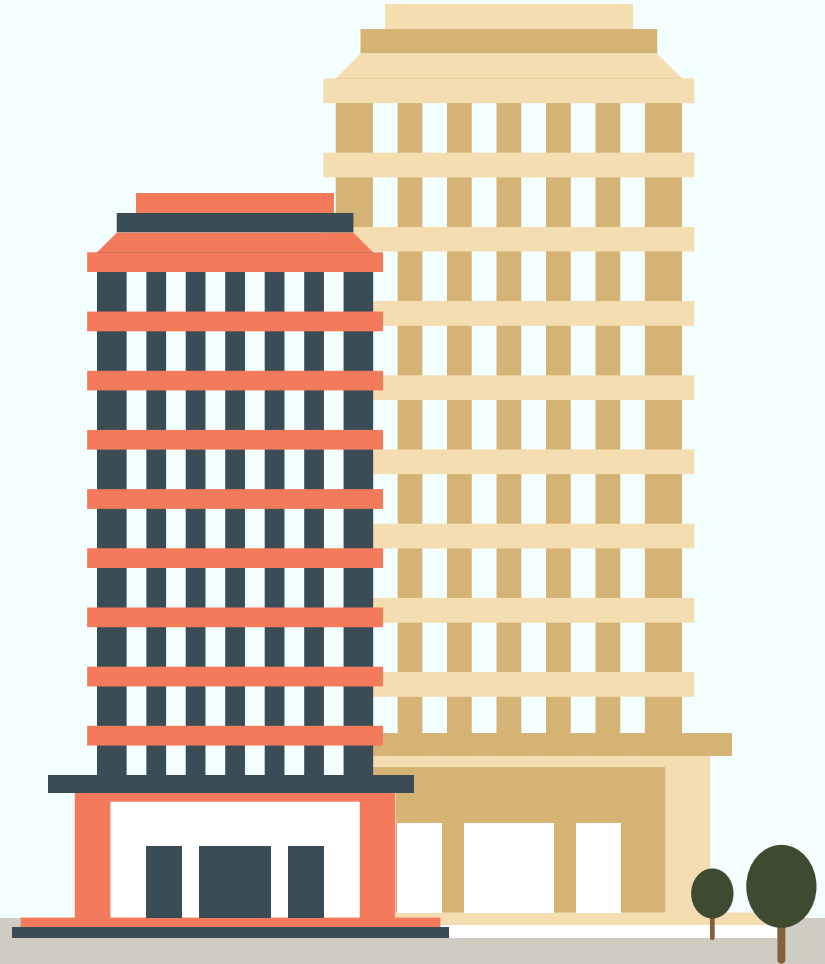
Insights and recommendations
to the client



01

Introduction

Whos the client?





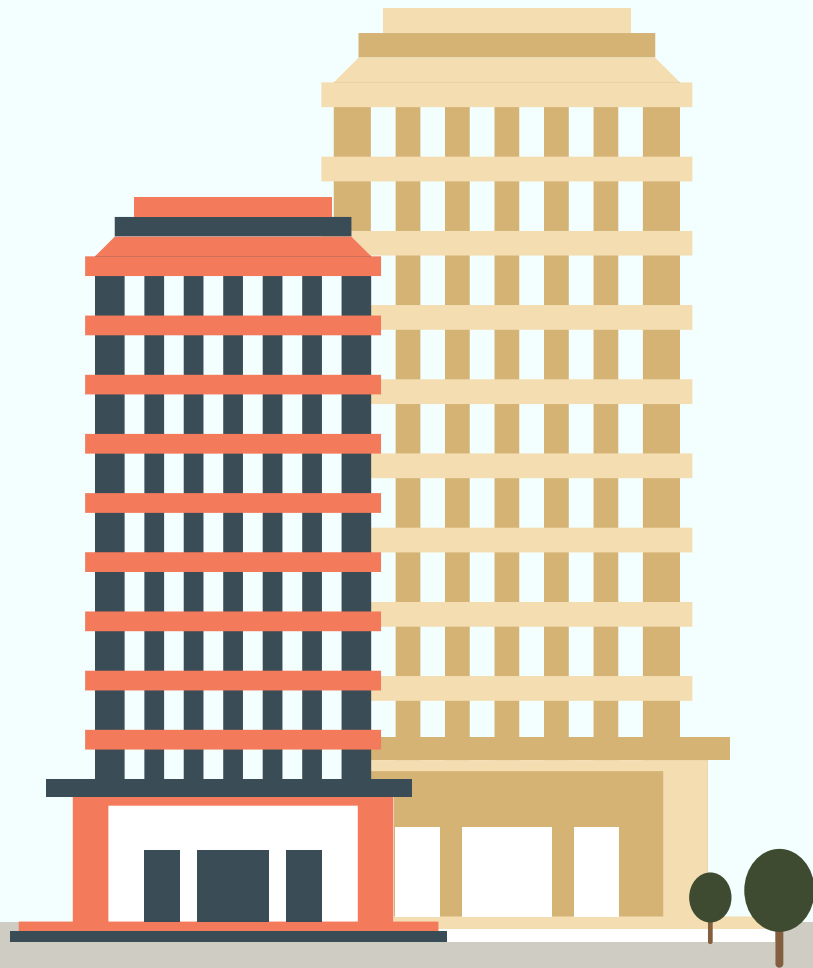
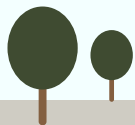
The Client: Amy the Mafiosi

- Sells central top 10 houses
- Needs average outskirts houses to hide from the FBI

02

The dataset

Overview and scope of the data



House sales in King County, USA

Size

21597 individual sales
Prices, locations, and attributes

Scope

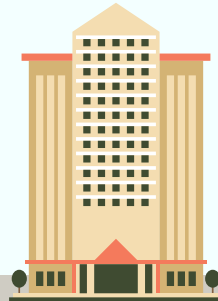
September 2014 - October 2015
Seattle region

Completeness

28.5% missing data
1 outlier
No duplicates

Derived features

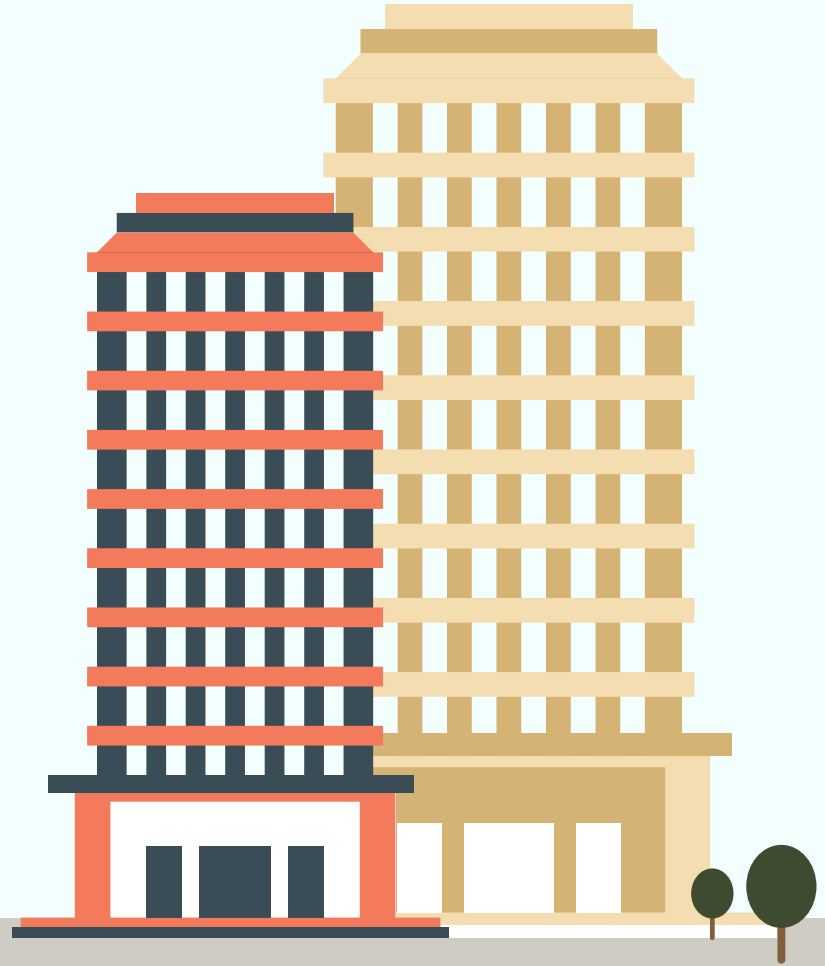
House age, years since last updates,
distance to city center



03

Objective

Questions and hypotheses



What can we learn from the data?

What factors influence house prices?

prices may depend on

size

- Living area
- Number of rooms
- Presence of basement

location

- Proximity to city center
- Waterfront
- Certain neighbourhoods

condition

- Recent updates
- General condition
- Grading



From questions to hypotheses

1

Timing

Is there a specifically good timing to sell for max profit?



There are months where average house prices increase.

2

Renovation

Should Amy renovate her central houses before selling them?



More up-to-date houses sell for higher prices.

3

Hide-Away

Where should Amy look for average hide-away houses that doesn't cost a fortune?

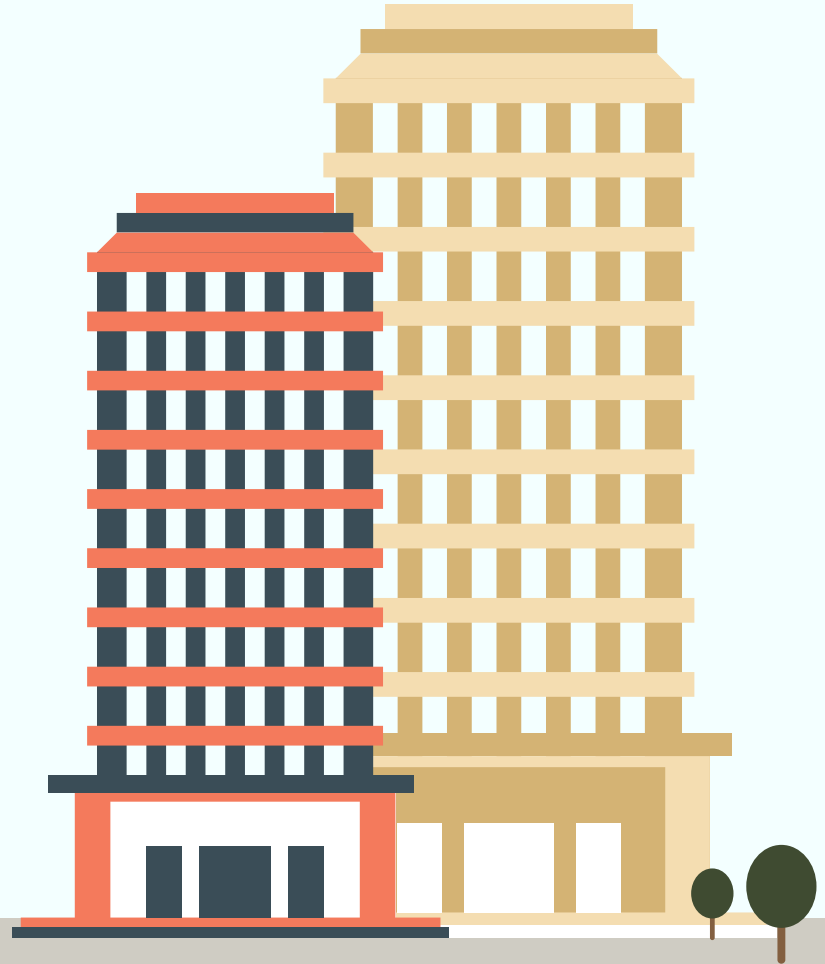


Prices for average graded houses are lower in certain neighbourhoods than in others.

04

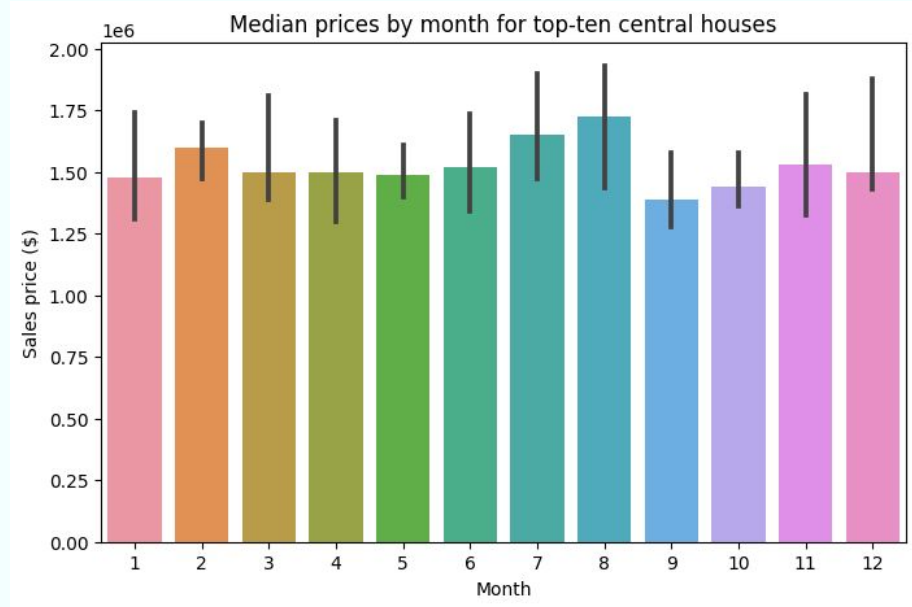
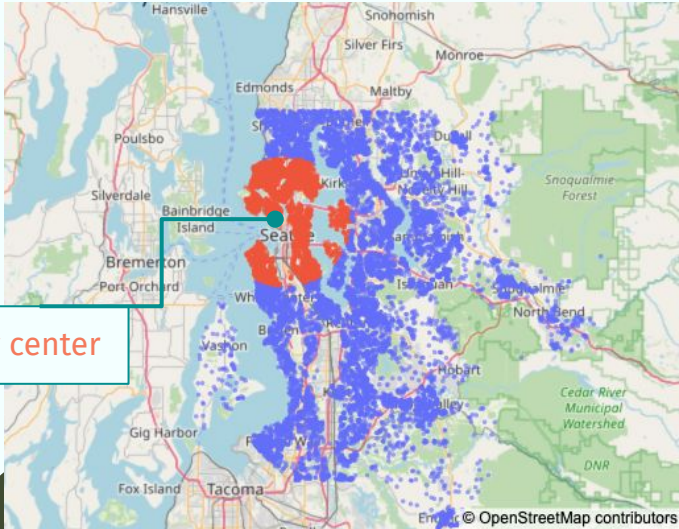
Results

Insights from the data and
recommendations to the client



Timing does not matter

No clear seasonality in median sales prices for houses close to city center



A renovation will not increase the price

63%

Historic

Of the top-ten central houses are older than 50 yrs

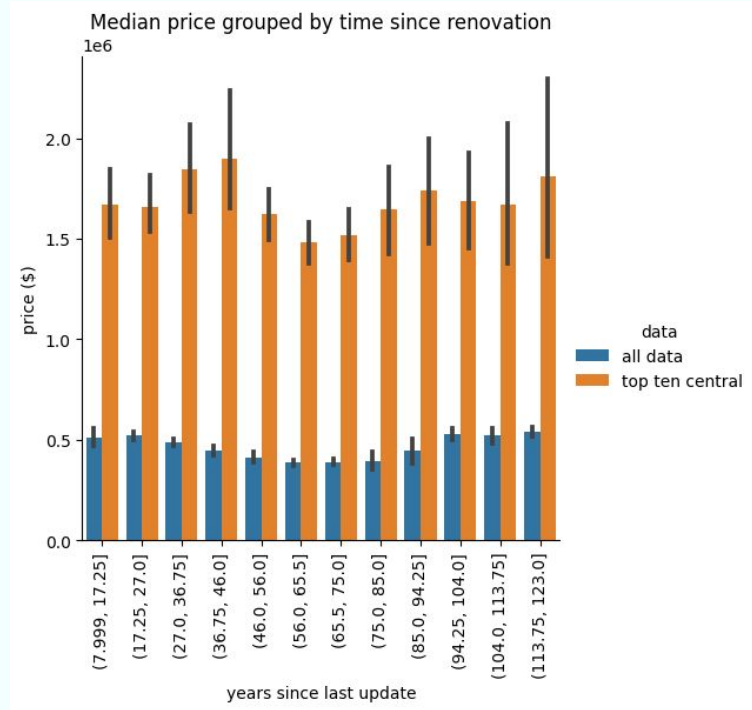
76%

Unrenovated

Of the old top-ten central houses have never been renovated

15K

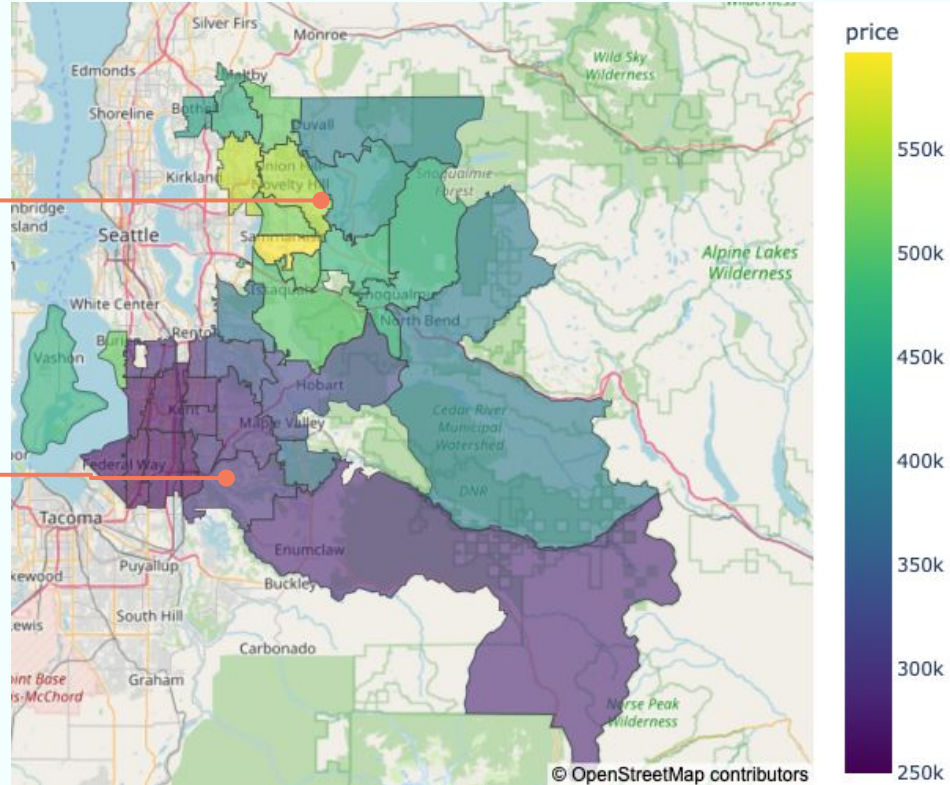
Decrease in median price between recently and never renovated old houses



Amy should buy hideouts in the South

Cheap south:

Median prices for average houses (grades 7&8) are only half in the southern neighbourhoods



Conclusion

	Q	A
Timing	Is there a good timing for selling houses close to the center?	Timing does not clearly influence median house prices.
Renovation	Should Amy renovate before selling?	It depends.
Hide-Away	Where should Amy look for average houses?	In the south: e.g. Enumclaw, Kent, Maple Valley

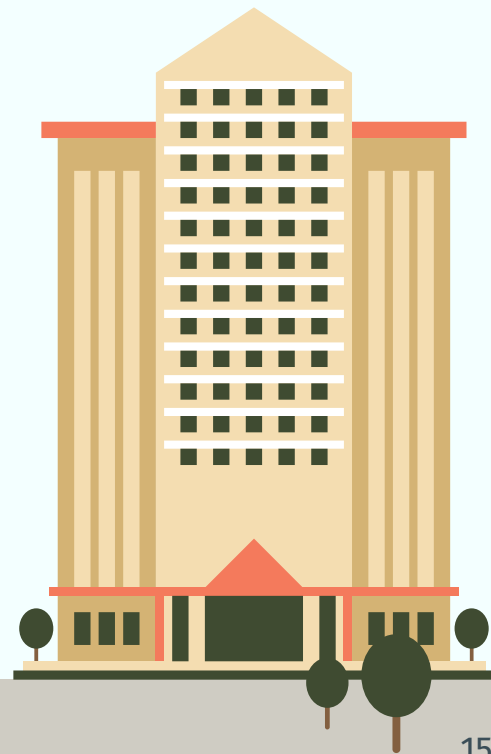
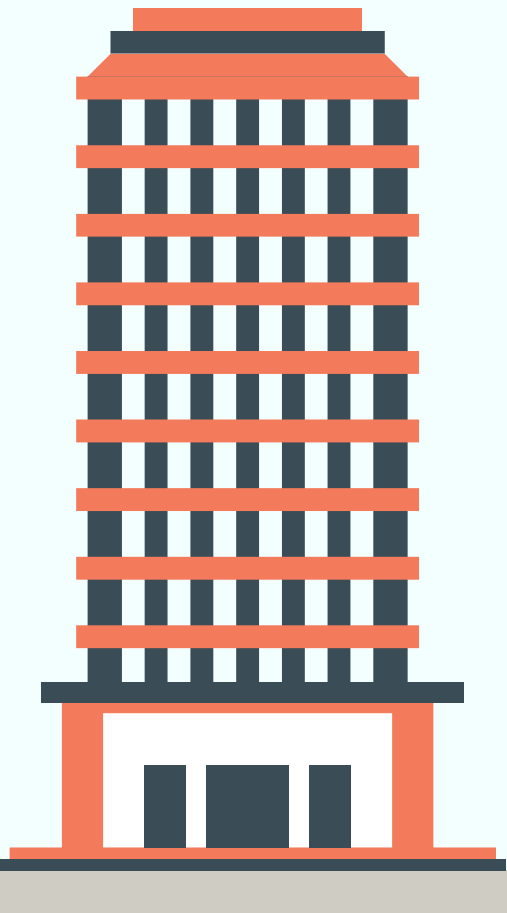


Thanks!

Any questions?

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<https://github.com/vlampe>

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