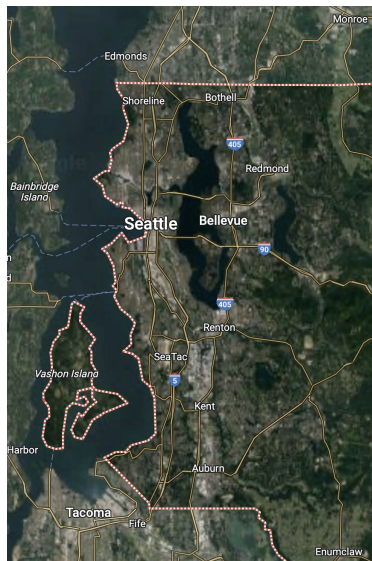
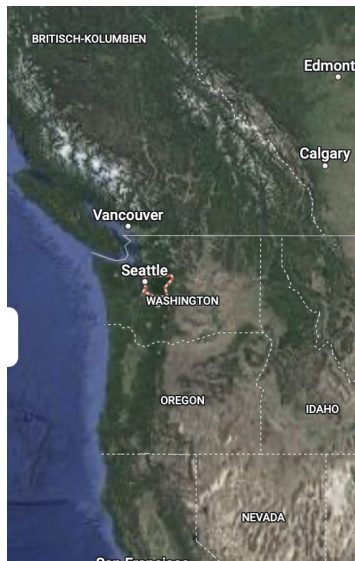


*"Thomas Hansen | Buyer | 5 kids, no money,
wants nice (social) neighborhood, Timing?,
Location?"*



Assumptions & Data

- ❑ Thomas + 5 kids, probably a partner -> 2 Adults + 5 Kids = 7 pers in total
- ❑ XXL family needs higher amount of bedrooms [2-6], bathrooms [2-3] & living area sqm (> 150) // Optional: european avg. lot area per person is 100-200 sqm (700-1400 lot area sqm)
- ❑ Budget restricts house selection (sales price < 300.000 USD)
- ❑ Thomas seeks a nice social neighborhood! Since people from the same social classes get along best, it's advised to look for clusters of common preferences. Features like assumed requirement of bedrooms or limited budget serve as proxy.



Questions A

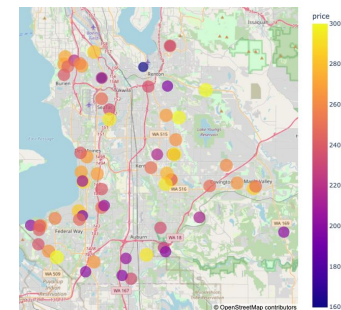
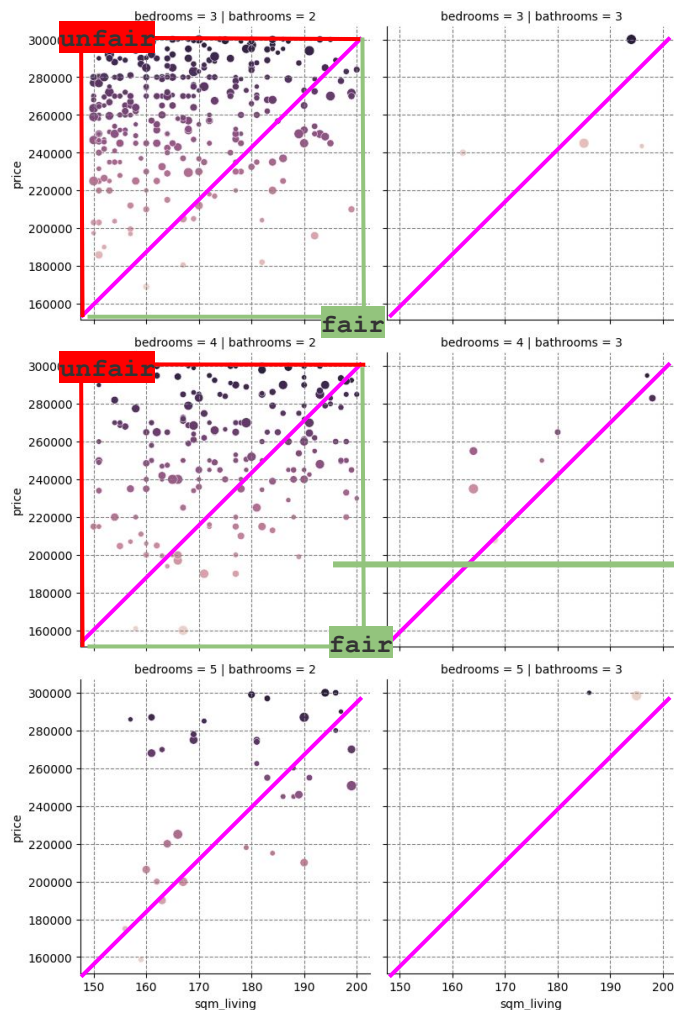
Considering previous assumptions
about xxl family needs & budget
restrictions in which areas are the
houses cheapest and what conditions
do they have to meet [PRICE]

[LOCATION]

Hypothesis

well, maybe a bit

Sales prices are low when demand is
less than supply. In order to
benefit from low prices a buyer has
to avoid looking for houses which
not anybody looking for ...but also
matches Thomas requirements!



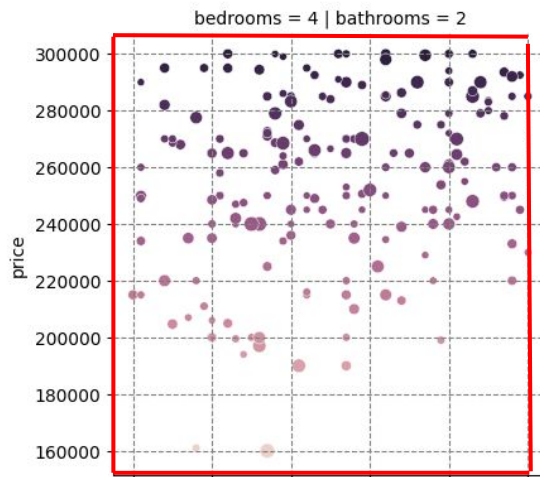
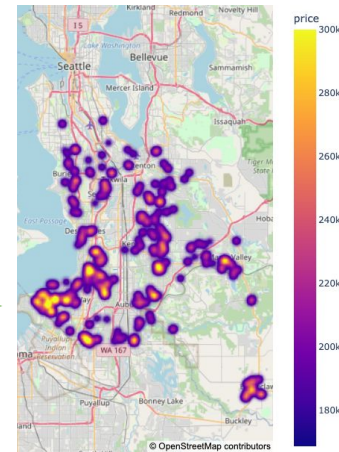
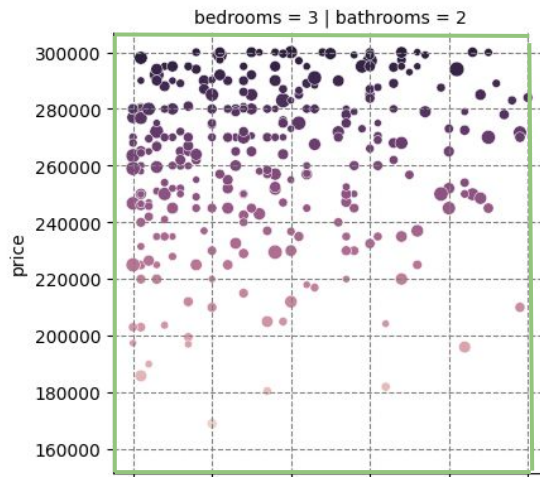
Questions B

Considering previous assumptions about
xxl family needs & budget restrictions
where are the houses located that match
Thomas desire to live in a nice social
neighborhood? [LOCATION]

Hypothesis

Yes Sir!

So far usually neighborhoods are
populated by residents of one major and
some minor clusters that share same
social status. Thinking of house specs as
proxy for social status at least one
bigger cluster of similar houses spec
have to exist that matches Thomas
requirements.



Questions C

Considering previous assumptions about
xxl family needs & budget restrictions ...
when is the best time to buy houses?

[TIMING] [PRICE]

Hypothesis

Nope!

Perfect time to get houses cheaper is
around winter season because of the
weather conditions houses lose optical
attractiveness.

