

By Lorna Wanjiku

KING COUNTY REAL ESTATE ANALYSIS

BUSINESS UNDERSTANDING

THE BUSINESS PROBLEM IS TO LOOK FOR BETTER SOLUTIONS FOR HOMEOWNERS BY PROVIDING THEM WITH DATA-DRIVEN INSIGHTS AND RECOMMENDATIONS ON HOW TO INCREASE THE VALUE OF THEIR HOMES AND ACHIEVE HIGHER SELLING PRICES. THE GOAL IS TO GIVE HOMEOWNERS WELL-INFORMED ADVICE TO MAKE BETTER DECISIONS THAT CAN MAXIMIZE THEIR RETURN ON INVESTMENT.

STAKEHOLDERS:

HOMEOWNERS - THEY ARE LOOKING
TO SELL THEIR PROPERTIES, AND WANT
TO SELL AT THE HIGHEST PRICES
POSSIBLE. THEY ARE SEEKING
GUIDANCE ON WHAT TO DO TO
ACHIEVE SUCH RESULTS.

REAL ESTATE AGENTS - THE AGENTS ARE
INTERMEDIARIES BETWEEN HOMEOWNERS
AND POTENTIAL BUYERS. WE NEED TO
PROVIDE THEM WITH ACCURATE DATA-
BACKED RECOMMENDATIONS THAT ENABLE
THEM TO BEST SERVE THEIR CLIENTS.

Data Understanding

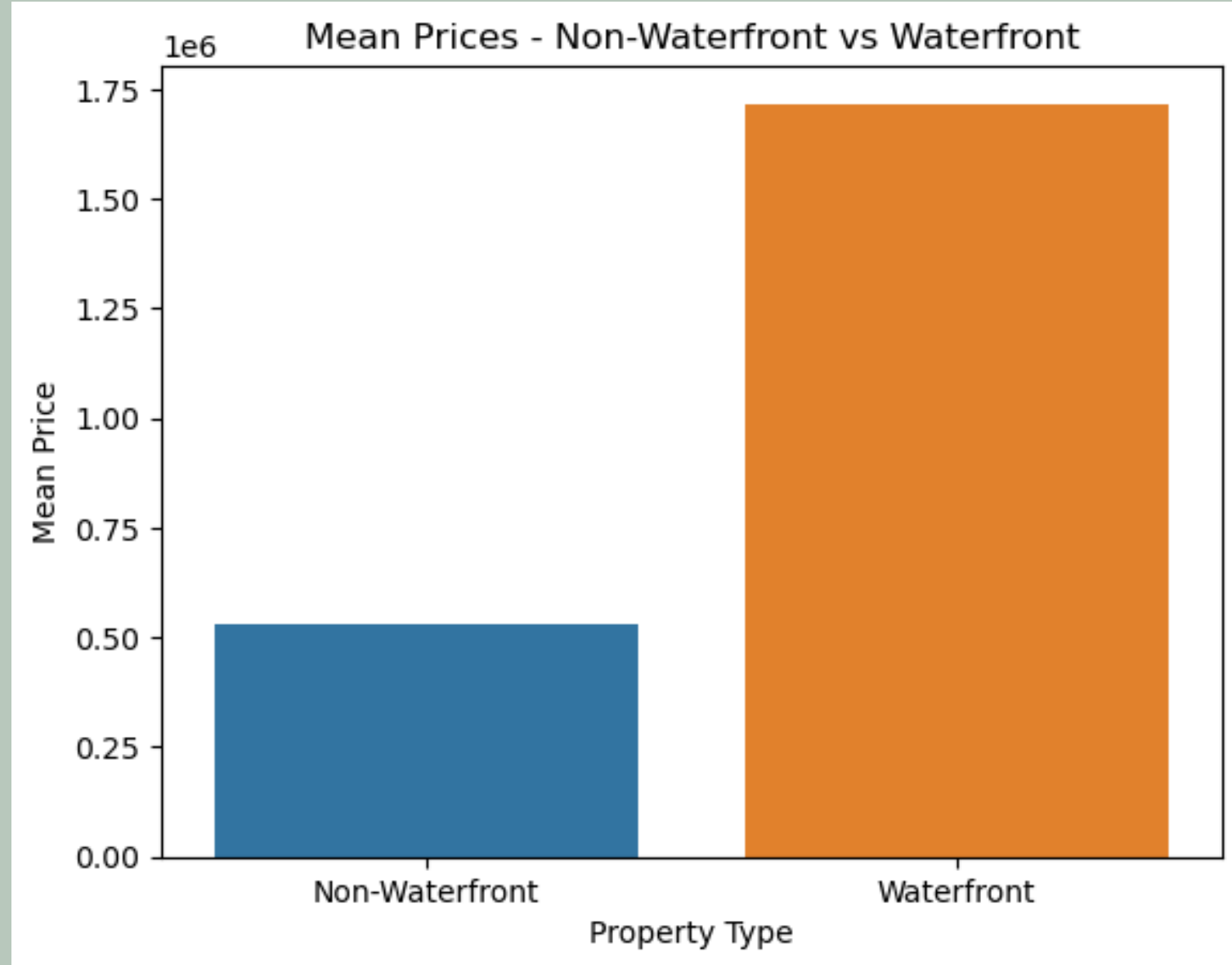
THE DATASET I WILL USE IS THE KING COUNTY HOUSE SALES DATASET, WHICH CONTAINS INFORMATION ABOUT HOUSE SALES. THE DATASET WAS OBTAINED IN THE DATA FOLDER NAME KC_HOSUE_DATA.CSV.

IT CONTAINED DIFFERENT INFORMATION ON DIFFERENT ASPECTS OF A PROPERTY.

CLEANED THE DATA AS THERE WERE MISSING VALUES AND DROPPED COLUMNS THAT WERE NOT NECESSARY.

Modeling

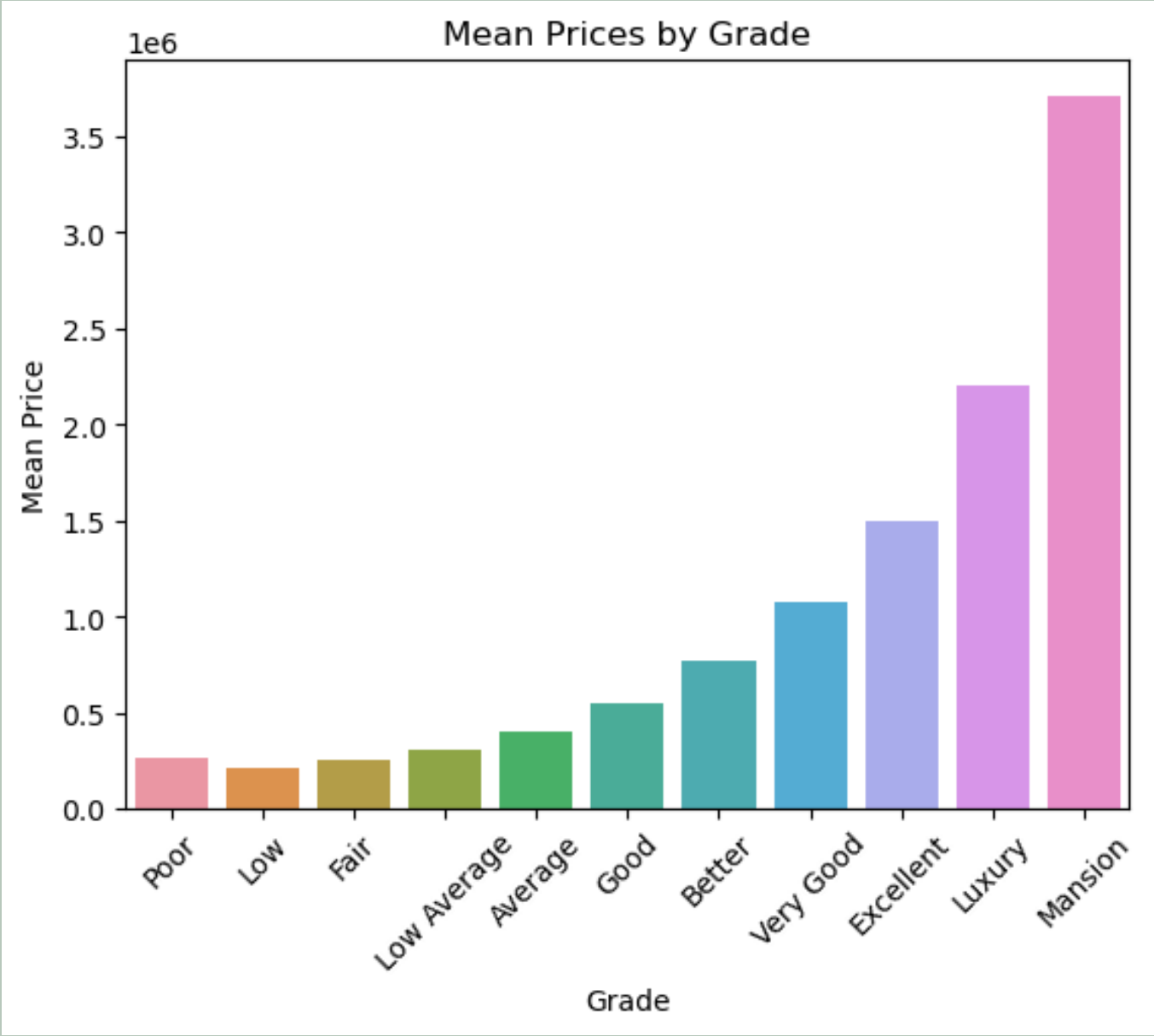
THE PURPOSE OF MODELLING IS TO
EXTRACT MEANINGFUL INFO AND
MAKE DATA-DRIVEN DECISIONS BY
LOOKING AT RELATIONSHIPS AND
PATTERNS IN THE DATA.



Results

AVERAGE PRICE FOR A PROPERTY WITH WATERFRONT IS MUCH HIGHER THAN THOSE WITHOUT.(1,717,215)

The average price of a home with a high-grade exa grade 13 Mansion is the highest.(3710769)



Results

THE AVERAGE PRICE OF A HOME WITH A HIGH-GRADE EXA GRADE 13 MANSION IS THE HIGHEST.(3,710,769)

Final Model Results

Our model is statistically significant overall, with an F-statistic 2137.

The model is 49.7% of the variance in the target variable(price).

Grade 13 Mansion has the highest coefficient to price(1.455)

The higher the grading of a property, the higher the price. Instance Grade 13 Mansion will attract 3,710,769 Average Price.

While a property on water will attract 17,172,145 Average Price.

Conclusion

TO INCREASE VALUE OF PROPERTY
SO AS TO SELL AT THE HIGHEST
PRICE POSSIBLE, THE REAL ESTATE
COMPANY SHOULD ADVISE THEIR
HOMEOWNERS THE FOLLOWING

GRADE IS THE MOST IMPORTANT
FACTOR TO CONSIDER.

FOLLOWED BY WATERFRONT.

Recommendation

USE HIGHER QUALITY MATERIALS
(INTERIOR AND EXTERIOR) TO
INCREASE VALUE OF PROPERTY. EG
FLOORING, ROOFING. AND THE
PROPERTY SHOULD BE WELL
CONSTRUCTED TO AVOID GRADE
BEING AFFECTED NEGATIVELY.
HAVING PROPERTY NEAR WATER
ALSO SIGNIFICANTLY INCREASES
PRICE.