

ZIP CODE MANAGER

CHALLENGE

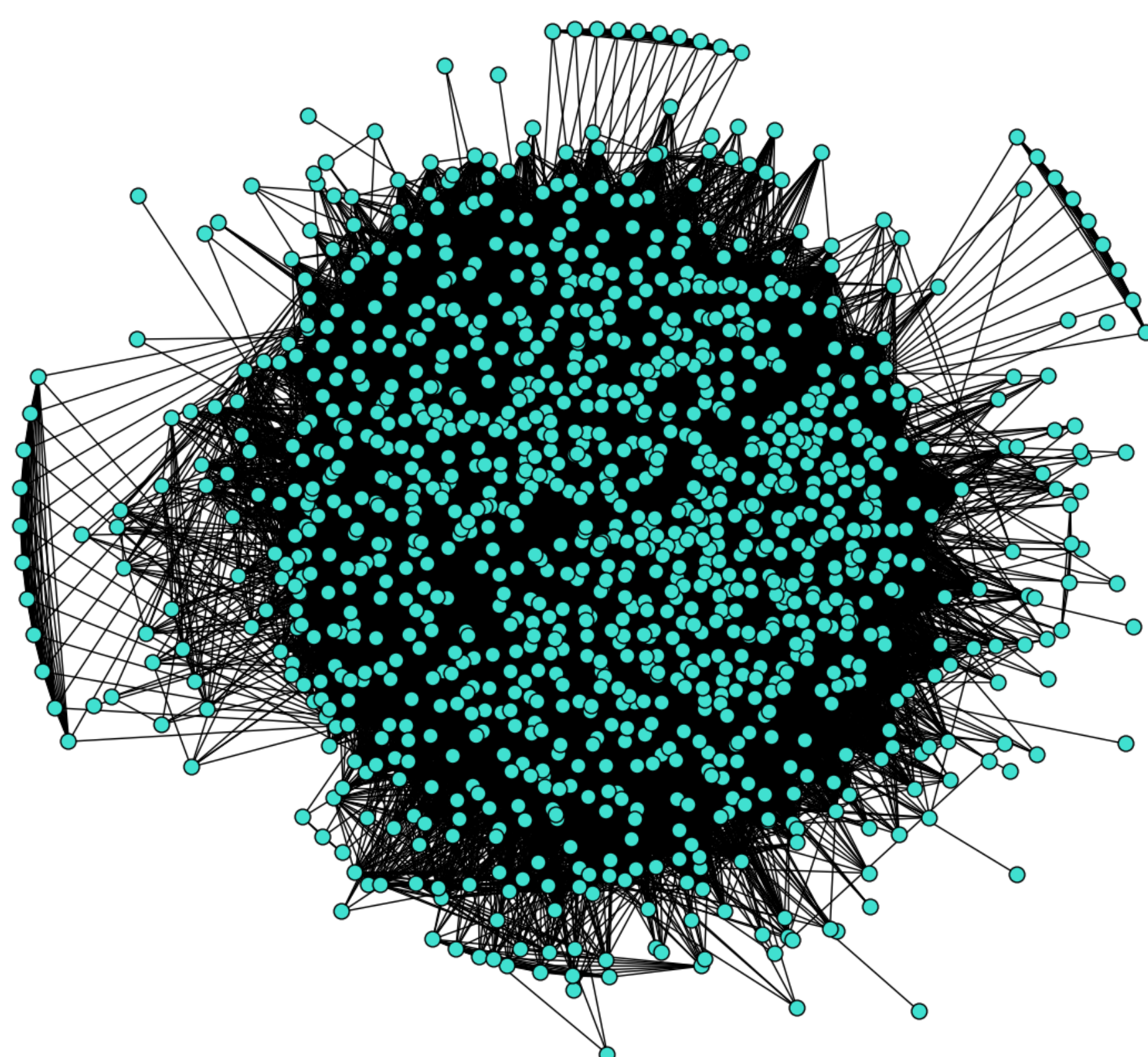
90,000,000 unique visitors in one month

4 out of 5 U.S. homes viewed on Zillow

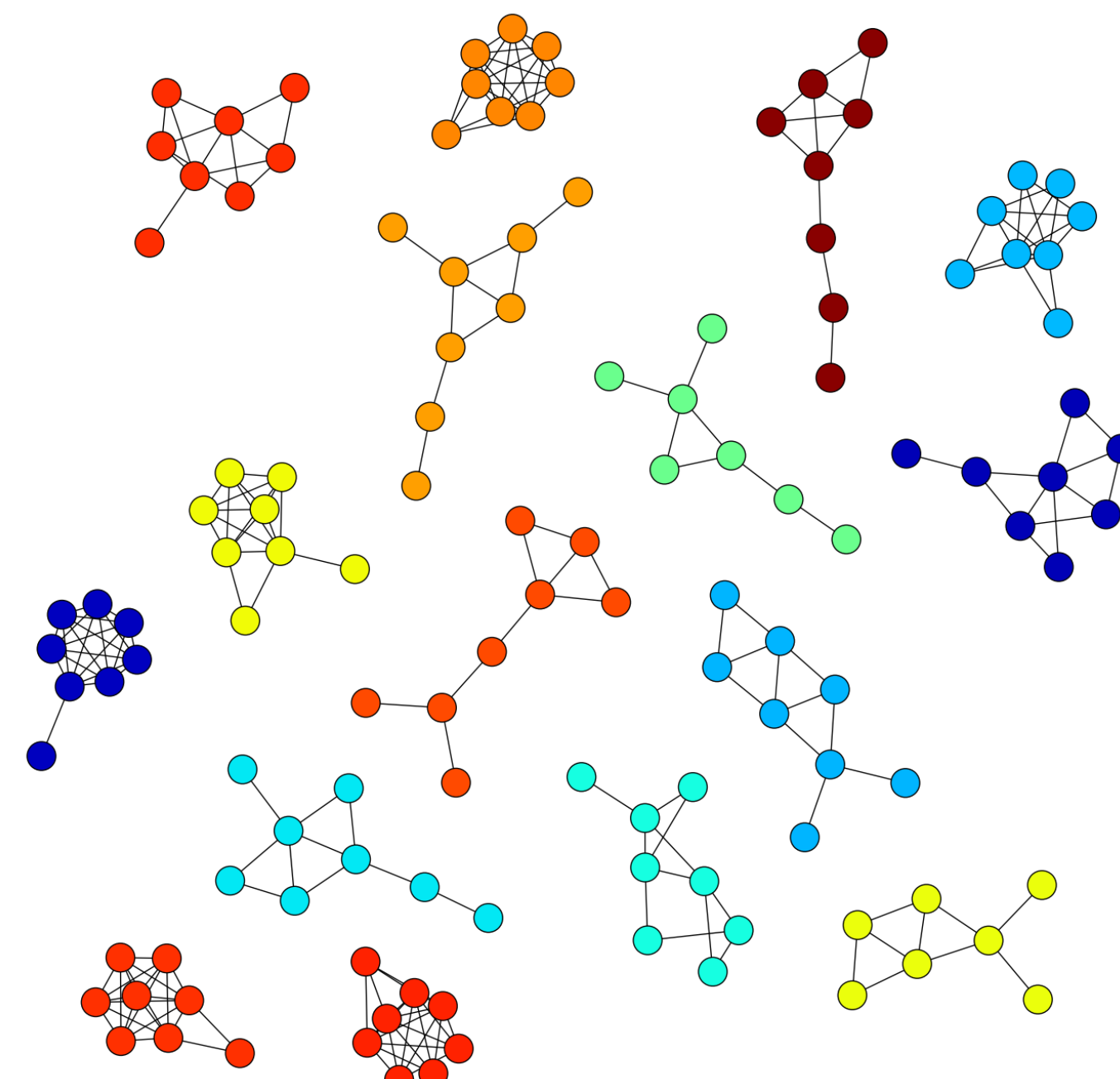
Zillow generates over 2 Gigabytes of raw search data each day in the Pacific Northwest alone.

- Predicting future home purchasing trends across different geographic regions is critical for Zillow's success
- Real-time ZIP Code management capability gives Zillow a significant competitive advantage

ZIP Code Super Cluster

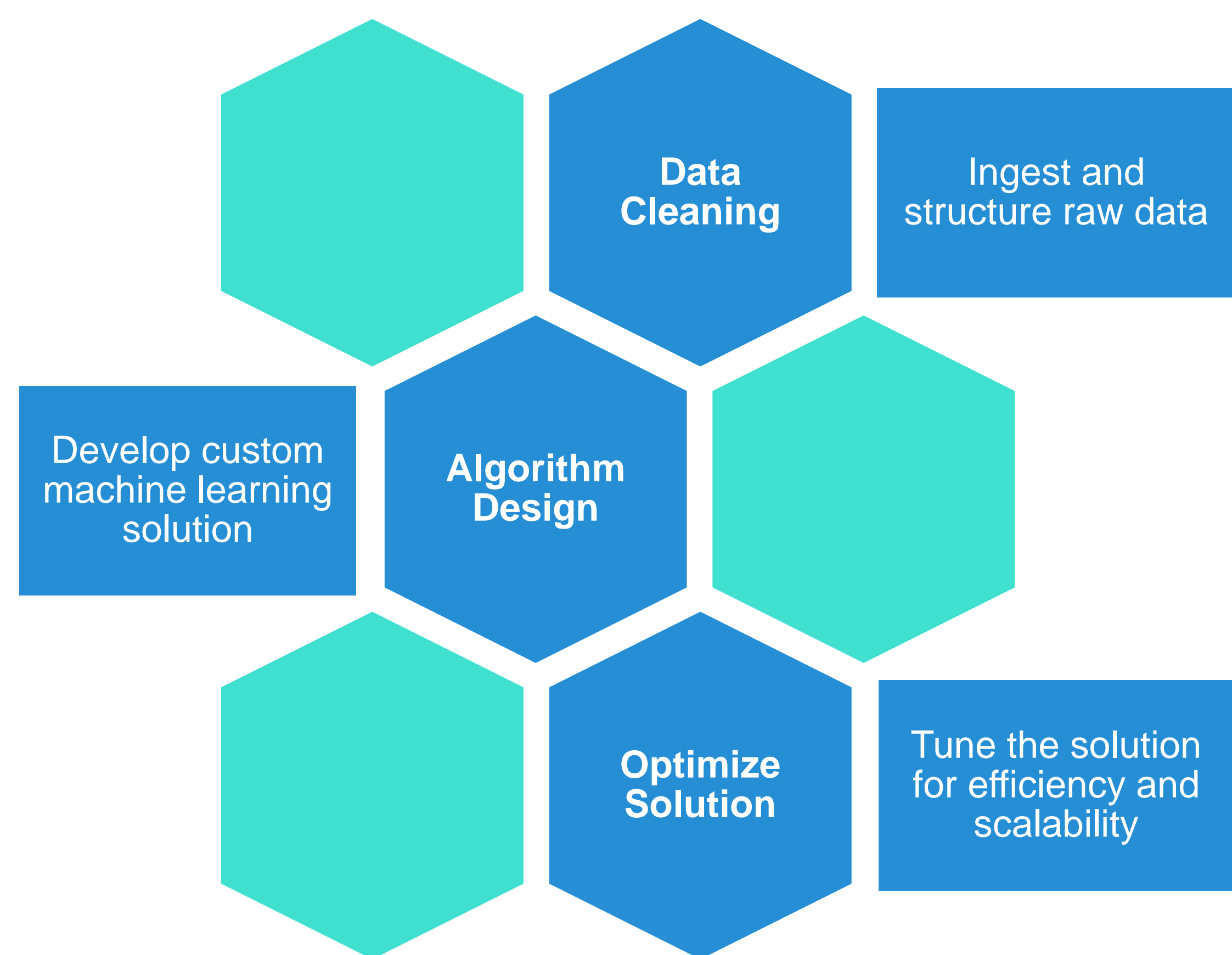


Discrete ZIP Code Clusters After Process



SOLUTION

ZIP code clustering using network graph theory



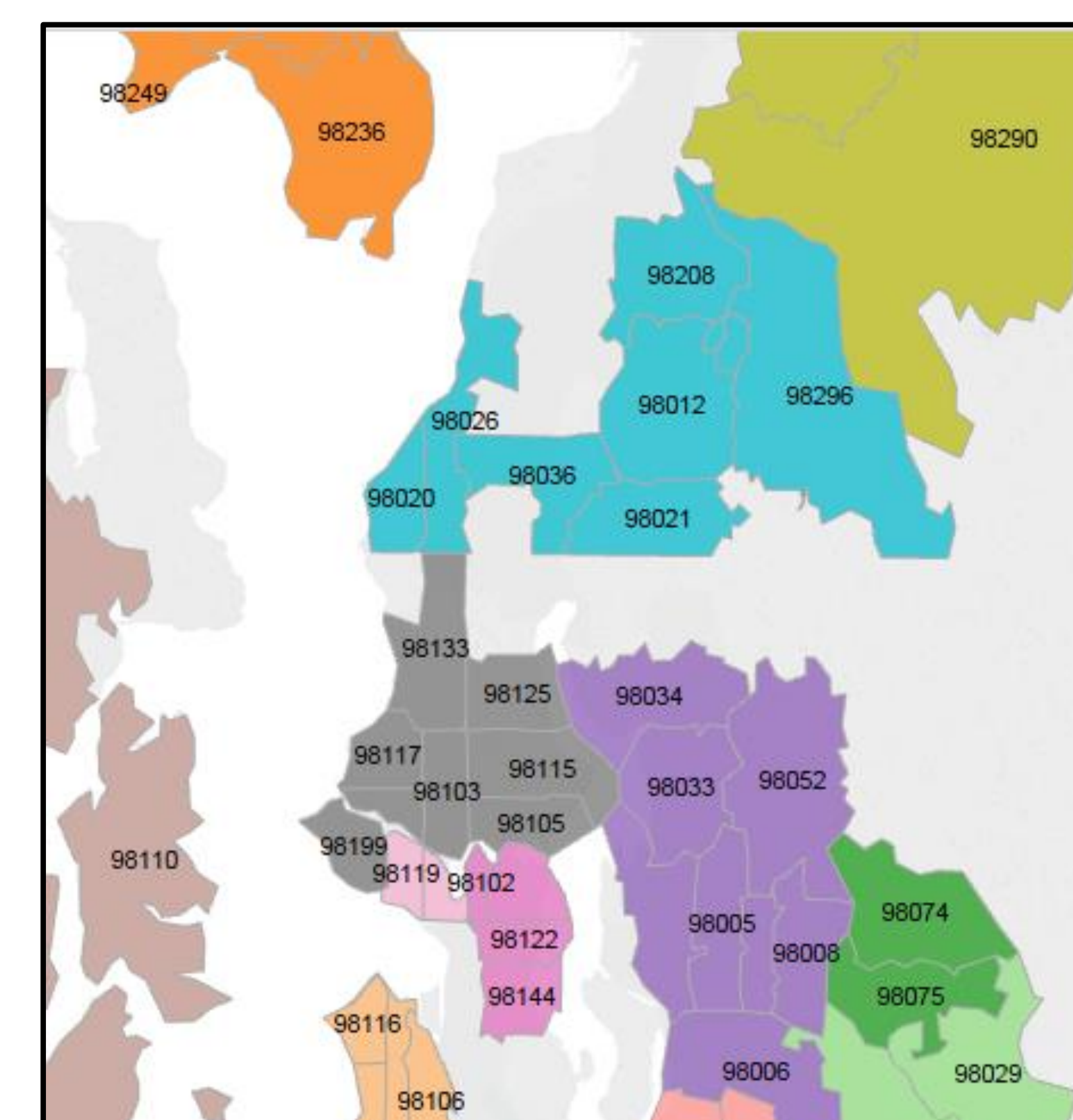
BENEFITS

Smarter market suggestions for agents

Accessibility of information for users

- Our proposed solution illustrates property preference changes across ZIP code regions and time
- Better understanding of geographic regions leads to better suggestions for Zillow's partners and higher revenue

Pacific Northwest ZIP Code Clusters



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