

PFA-HOUSING Project

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ACKNOWLEDGMENT

I would like to express my special thanks of gratitude to my SME of Flip ROBO as well as Data-Trained who gave me the golden opportunity to do this wonderful project on PFA Surprise Housing, which also helped me in doing a lot of Research and i came to know about so many new things and techniques while doing so.

Secondly i would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.

I took a great deal of help from Wikipedia, Towards Data-Science, and YouTube.

INTRODUCTION

Business Problem Framing

Houses are one of the necessary needs of each and every person around the globe and therefore housing and real estate market is one of the markets which is one of the major contributors in the world's economy. It is a very large market and there are various companies working in the domain. Data science comes as a very important tool to solve problems in the domain to help the companies increase their overall revenue, profits, improving their marketing strategies and focusing on changing trends in house sales and purchases. Predictive modelling, Market mix modelling, recommendation systems are some of the machine learning techniques used for achieving the business goals for housing companies. Our problem is related to one such housing company. A US-based housing company named Surprise Housing has decided to enter the Australian market. The company uses data analytics to purchase houses at a price below their actual values and flip them at a higher price. For the same purpose, the company has collected a data set from the sale of houses in Australia. The data is provided in the CSV file below. The company is looking at prospective properties to buy houses to enter the market. You are required to build a model using Machine Learning in order to predict the actual value of the prospective properties and decide whether to invest in them or not.

For this company wants to know:

- Which variables are important to predict the price of variable?
- How do these variables describe the price of the house?

Conceptual Background of the Domain Problem

The company wants to enter the Australian Market and hence are looking at prospective properties to buy. They want to understand what are the factors affecting the prices and how exactly those factors are influencing it. The company would then manipulate the strategy of the firm and concentrate on areas that will yield high return.

Motivation for the Problem Undertaken

As I am a part of the Internship Process of RoboFlip Technologies, this project was given to me as the first assignment after getting accepted as a Data Science Intern in RoboFlip Technologies.

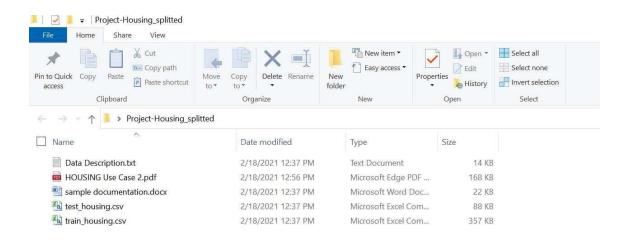
I took the project as a challenge for myself to see how I have improved and upgraded from the day I started learning with Data-Trained.

Analytical Problem Framing

;	
☐ Mathematical/ Analytical Modeling of the Problem	$n\square$
As from the Problem statement we can understand that this D needs Regression for Model Building.	ataset
So what is Regression?	
Regression in machine learning consists of mathematical methods that allow data to predict a continuous outcome (y) based on the value of one or more predictor $v(x)$. Linear regression is probably the most popular form of regression analysis be its ease-of-use in predicting and forecasting.	ariables
Few of the terminologies encountered in machine learning – classification:	
• Classifier: An algorithm that maps the input data to a specific category.	
 Regression model: A classification model tries to draw some conclusion fr input values given for training. It will predict the class labels/categories fo data.□ 	
• Feature: A feature is an individual measurable property of a phenomenon lobserved. □	being
The following are the steps involved in building a Regression model:	
• Initialize the Regressor to be used. □	
 Train the Regressor: All classifiers in <u>scikit-learn</u> uses a fit(X, y) method t model (training) for the given train data X and train label y. 	o fit the
• Predict the target: Given an unlabelled observation X , the predict(X) return predicted label y . \square	ns the
• Evaluate the Regressor model□	
So we have somewhat understand what Regression is and why we will be using the Model building of our Dataset. □ Data Sources and their formats □	is in
The PFA Housing Project Dataset was sourced from RoboFli Technologies as a part of their internship project.	p
- The Dataset is in a .csv (comma separated value).	

- The general information about the dataset is given in a documentation format.

- Information about the dependent and independent variables are given in an Excel Format.



Above is the screenshot of Data Sources and their Formats.

☐ Data Pre-processing Done☐

This is the most crucial step of all in Building a Machine Learning Model.

So first, what is Data Pre-processing?

Data pre-processing is a data mining technique that involves transforming raw data into an understandable format. Real-world data is often incomplete, inconsistent, lacking in certain behaviours or trends, and is likely to contain many errors.

Data pre-processing is a proven method of resolving such issues. Data pre-processing prepares raw data for further processing.

Data pre-processing is used in database-driven applications such as customer relationship management and rule-based applications (like neural networks).

In Machine Learning (ML) processes, data pre-processing is critical to encode the dataset in a form that could be interpreted and parsed by the algorithm.

Data goes through a series of steps during pre-processing:

Data Cleaning: Data is cleansed through processes such as filling in missing values or deleting rows with missing data, smoothing the noisy data, or resolving the inconsistencies in the data.

Smoothing noisy data is particularly important for ML datasets, since machines cannot make use of data they cannot interpret. Data can be cleaned by dividing it into equal size segments that are thus smoothed (binning), by fitting it to a linear or multiple regression function

(regression), or by grouping it into clusters of similar data (clustering).

Data inconsistencies can occur due to human errors (the information was stored in a wrong field). Duplicated values should be removed through reduplication to avoid giving that data object an advantage (bias).

Data Integration: Data with different representations are put together and conflicts within the data are resolved.

Data Transformation: Data is normalized and generalized.

Normalization is a process that ensures that no data is redundant, it is all stored in a single place, and all the dependencies are logical.

Data Reduction: When the volume of data is huge, databases can become slower, costly to access, and challenging to properly store. Data reduction step aims to present a reduced representation of the data in a data warehouse.

There are various methods to reduce data. For example, once a subset of relevant attributes is chosen for its significance, anything below a given level is discarded. Encoding mechanisms can be used to reduce the size of data as well. If all original data can be recovered after compression, the operation is labelled as lossless.

If some data is lost, then it's called a lossy reduction. Aggregation can also be used, for example, to condense countless transactions into a single weekly or monthly value, significantly reducing the number of data objects.

Data Discretization: Data could also be discretized to replace raw values with interval levels. This step involves the reduction of a number of values of a continuous attribute by dividing the range of attribute intervals.

Data Sampling: Sometimes, due to time, storage or memory constraints, a dataset is too big or too complex to be worked with. Sampling techniques can be used to select and work with just a subset of the dataset, provided that it has approximately the same properties of the original one.

df['\	/earBuilt	01d'1 = df.Ye	earBuilt.ma	x()-df.	YearBuilt			
df['Y df['G df['Y	<pre>f['YearBuilt_Old'] = df.YearBuilt.max()-df.YearBuilt ['YearRemodAdd_Old'] = df.YearRemodAdd.max()-df.YearRemodAdd f['GarageYrBlt_Old'] = df.GarageYrBlt.max()-df.GarageYrBlt f['YrSold_Old'] = df.YrSold.max()-df.YrSold f[['YearBuilt', 'YearRemodAdd', 'GarageYrBlt', 'YrSold', 'YearBuilt_Old', 'YearRemodAdd_Old',</pre>							
	YearBuilt	YearRemodAdd	GarageYrBlt	YrSold	YearBuilt_Old	YearRemodAdd_Old	GarageYrBit_Old	YrSold_Old
673	1964	1978	1964.0	2007	46	32	46.0	3
733	2005	2005	2005.0	2008	5	5	5.0	2
845	1950	1950	1950.0	2009	60	60	60.0	1
605	1988	1989	1988.0	2008	22	21	22.0	2
158	1972	1972	1980.0	2008	38	38	30.0	2
525	1998	1998	1998.0	2006	12	12	12.0	4
960	1972	2003	1974.0	2009	38	7	36.0	1
996	2004	2005	2004.0	2009	6	5	6.0	1
1064	2005	2006	2005.0	2006	5	4	5.0	4
971	1963	1963	1963.0	2010	47	47	47.0	0

Checking the missing values

Missing values in the dataset can be checked by below python

```
code: - missing values=[x for x in df.columns if
df[x].isnull().sum()>1] print('Number of missing variable
columns:', len(missing_values)) print("Missing values in the
dataset : \n ", missing_values) print("-"*125)
df[missing_values].head()
```

Checking the percentage of the missing values

Missing value can be checked using the following code: -

for feature in missing_values:

print (feature, np.round(df[feature].isnull().mean()*100,4), "% Missing Values")

Extracting all the numerical feature:

```
numerical_features= [x for x in df. columns if df[x]. dtypes!= "O"]
print ("The number of the numerical columns in the dataset:",
len(numerical features)) print ("Numerical columns in the dataset:\n",
numerical features) print("-"*125) df[numerical features].head()
Extract the year column from the dataset:
year feature=[x for x in df.columns if 'Yr' in x or 'Year' in x]
print("The number of Year column in the dataset
:",len(year_feature)) print("Year columns in the dataset
:\n",year feature) print("-"*125) df[year_feature].head()
Checking the unique items in date time columns:
checking the unique items in the datetime columns
for feature in year_feature:
print("The unique items in the column", feature, ":\n", df[feature].unique())
```

So now we have established what is Data pre-processing, I will let know all the steps I took to clean the Data before proceeding:

- Firstly I checked for Null Values, there were so we have to treat them later.
- Secondly I checked for any Nan values in the dataset which I found, so I filled all the Nan values with zero rather than removing it.
- Thirdly I found outliers and skewness in the Dataset which I dealt with by using median of the columns and replacing it with respective medians.
- I also found some '-'sign in the dataset. Which I removed with the help of replace statement.

```
#To check the outliers we are using the box plot.

for feature in continous_feature:

data=df.copy()

if 0 in data[feature].unique():

pass

else:

data[feature]=np.log(data[feature])

data.boxplot(feature)

plt.ylabel(feature)

plt.title(feature)

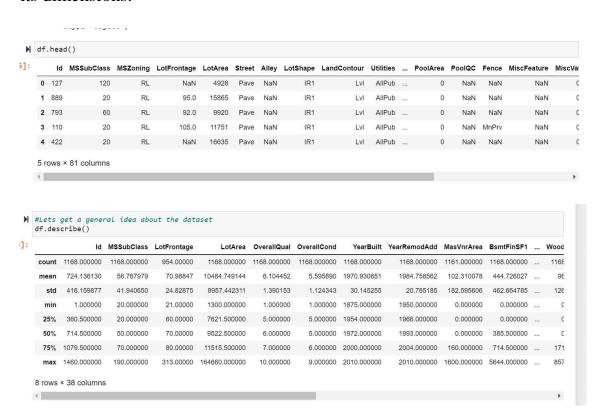
plt.show()
```

☐ Data Inputs- Logic- Output Relationships☐

Loading The Dataset

```
# #Loading and reading the data
df= pd.read_csv("train_housing.csv")
```

From the above snapshot we can see how we load the data and get to know its dimensions.



So from both the tables above we can conclude that:

- There are no null values in the dataset that we have to deal with.
- There also seems to be outliers for some of the features.

 And some kind of skewness can also be seen from the description which we will see it more clearly later on.□
☐ State the set of assumptions (if any) related to the problem under consideration ☐
As from the Problem statement which states that we have to build a model which will predict the average price. Since the target variable is continuous we can readily presume that it is a Regression Problem for which we will be using Regression algorithms to build our model from the dataset given.
Secondly as we know Data is very expensive I tried those methods for Data cleaning which doesn't require removal of bulk of Data.
Like for example I did not use IQR method for Outliers as it would have erased huge amounts of Data. Instead I used Median method for Outlier treatment.
Lastly I will be using RandomSearch CV for hyper parameter tuning as it uses least amount of memory and processing power to run the algorithms as compared to that of GridSearch CV.
☐ Hardware and Software Requirements and Tools Used ☐
Hardware Tools Used:

- Lenova laptop.
- Intel Core I3 3rd Generation
- 256 GB SSD & 1TB HDD.

Software Tools Used:

- Anaconda for calling JN.
- Jupyter Notebook for Code handling and Visualization.
- Python Shell for installing some libraries. Excel for calling .CSV(comma separated values) - Microsoft Word for documentation. - Word to pdf Converter Online.(WBA)
- Microsoft Power Point Presentation.

Model/s Development and Evaluation

Identification of possible problem-solving approaches (methods)

So below are the few things that I faced during the project:

- There are null values in the dataset. □
- For some features, there may be values which might not be realistic.
- I also came across outliers in some features.

☐ Testing of Identified Approaches (A	Algorit	$\mathrm{hms})$ \square
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So as we know it is a Regression problem we will use classification algorithms to train our Dataset. Following are some regression Algorithms:

- Simple Linear Regression model
- Lasso Regression
- Logistic regression
- Support Vector Machines
- Multivariate Regression algorithm & Ridge Regression

Let's understand the main two regression algorithms briefly:

LASSO - Lasso regression is a regularization technique. It is used over regression methods for a more accurate prediction. This model uses shrinkage. Shrinkage is where data values are shrunk towards a central point as the mean. The lasso procedure encourages simple, sparse models (i.e. models with fewer parameters). This particular type of regression is well-suited for models showing high levels of multicollinearity or when you want to automate certain parts of model selection, like variable selection/parameter elimination.

Lasso Regression uses L1 regularization technique (will be discussed later in this article). It is used when we have more number of features because it automatically performs feature selection.

RIDGE - Ridge regression is a model tuning method that is used to analyse any data that suffers from multicollinearity. This method performs L2 regularization. When the issue of multicollinearity occurs, least-squares are unbiased, and variances are large, this results in predicted values to be far away from the actual values.

The cost functions for ridge regression:

Min (
$$\|\mathbf{Y} - \mathbf{X}(\mathbf{theta})\|^2 + \lambda \|\mathbf{theta}\|^2$$
)

Lambda is the penalty term. λ given here is denoted by an alpha parameter in the ridge function. So, by changing the values of alpha, we are controlling the penalty term. Higher the values of alpha, bigger are the penalty and therefore the magnitude of coefficients is reduced.

- It shrinks the parameters. Therefore, it is used to prevent multicollinearity
- It reduces the model complexity by coefficient shrinkage

Run and Evaluate selected models

So for the project PFA Housing, I will be using these following algorithms which I choose by keeping in mind the time taken to iterate and what is better for this Dataset:

- So the first Model which I am going to use is Lasso Regression.

Lets try first with the Lasso regression model

```
im = Lasso(alpha=0.001)
lm.fit(X_train,y_train)

y_train_pred = lm.predict(X_train)
print(r2_score(y_true=y_train,y_pred=y_train_pred))

y_test_pred = lm.predict(X_test)
print(r2_score(y_true=y_test,y_pred=y_test_pred))

0.9022070628442351
0.8575605370873767
```

So the second Model which I am going to use is Ridge Regressor.

Now lets use the ridge regression

```
ridge = Ridge(alpha=0.001)
ridge.fit(X_train,y_train)

y_train_pred = ridge.predict(X_train)
print(r2_score(y_train,y_train_pred))
y_test_pred = ridge.predict(X_test)
print(r2_score(y_test,y_test_pred))

0.9078417854243198
0.8431546903792685
```

USING GRIDSEARCH CV FOR HYPER-PARAMETER TUNING:

First for Ridge -

Now lets try to improve our model with the optimal value of alpha using GridSearchCV

Now let's check for Lasso -

Visualizations (EDA) & Interpretation of Results:

We will be using Libraries such as Seaborn, matplotlib, plotly. At first we will be importing the libraries so that we can use visualizations for our Dataset.

```
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import plotly
import sklearn

import warnings
warnings.filterwarnings('ignore')
```

So we have called the Libraries, now let us use these libraries to visualize and do our EDA to understand the data better as well as to find outliers and skewness in the Data.

Visualization to find outliers in the Dataset:

```
#Plotting bosplot to check the outliers in the datset
df.plot(kind='box', subplots= True, figsize=(15,10))
                    AxesSubplot(0.125,0.125;0.0170705x0.755)
MSSubClass
                 AxesSubplot(0.145485,0.125;0.0170705x0.755)
LotFrontage
                 AxesSubplot(0.165969,0.125;0.0170705x0.755)
LotArea
                 AxesSubplot(0.186454,0.125;0.0170705x0.755)
OverallQual
                 AxesSubplot(0.206938,0.125;0.0170705x0.755)
OverallCond
                 AxesSubplot(0.227423,0.125;0.0170705x0.755)
YearBuilt
                 AxesSubplot(0.247907,0.125;0.0170705x0.755)
YearRemodAdd
                 AxesSubplot(0.268392,0.125;0.0170705x0.755)
MasVnrArea
                 AxesSubplot(0.288877,0.125;0.0170705x0.755)
BsmtFinSF1
                 AxesSubplot(0.309361,0.125;0.0170705x0.755)
BsmtFinSF2
                 AxesSubplot(0.329846,0.125;0.0170705x0.755)
BsmtUnfSF
                  AxesSubplot(0.35033,0.125;0.0170705x0.755)
TotalBsmtSF
                 AxesSubplot(0.370815,0.125;0.0170705x0.755)
1stFlrSF
                   AxesSubplot(0.3913,0.125;0.0170705x0.755)
2ndFlrSF
                 AxesSubplot(0.411784,0.125;0.0170705x0.755)
LowQualFinSF
                 AxesSubplot(0.432269,0.125;0.0170705x0.755)
GrLivArea
                 AxesSubplot(0.452753,0.125;0.0170705x0.755)
BsmtFullBath
                 AxesSubplot(0.473238,0.125;0.0170705x0.755)
BsmtHalfBath
                 AxesSubplot(0.493722,0.125;0.0170705x0.755)
FullBath
                 AxesSubplot(0.514207,0.125;0.0170705x0.755)
HalfBath
                 AxesSubplot(0.534692,0.125;0.0170705x0.755)
BedroomAbvGr
                 AxesSubplot(0.555176,0.125;0.0170705x0.755)
KitchenAbvGr
                 AxesSubplot(0.575661,0.125;0.0170705x0.755)
TotRmsAbvGrd
                 AxesSubplot(0.596145,0.125;0.0170705x0.755)
                  AxesSubplot(0.61663,0.125;0.0170705x0.755)
Fireplaces
GarageYrBlt
                 AxesSubplot(0.637115,0.125;0.0170705x0.755)
GarageCars
                 AxesSubplot(0.657599,0.125;0.0170705x0.755)
                 AxesSubplot(0.678084,0.125;0.0170705x0.755)
GarageArea
WoodDeckSF
                 AxesSubplot(0.698568,0.125;0.0170705x0.755)
OpenPorchSF
                 AxesSubplot(0.719053,0.125;0.0170705x0.755)
EnclosedPorch
                 AxesSubplot(0.739537,0.125;0.0170705x0.755)
3SsnPorch
                 AxesSubplot(0.760022,0.125;0.0170705x0.755)
ScreenPorch
                 AxesSubplot(0.780507,0.125;0.0170705x0.755)
```

So we can see a lot of outliers in most of the variables, which we will deal later by using median method to replace the outliers.

Visualisation for some Independent Variables along with their skewness:

```
    # #checking the skewness

  df.skew()
                     0.026526
  MSSubClass
                     1.422019
  LotFrontage
                     2.450241
  LotArea
                   10.659285
  OverallQual
                    0.175082
                     0.580714
  OverallCond
  YearBuilt
                    -0.579204
                    -0.495864
  YearRemodAdd
  MasVnrArea
                     2.826173
  BsmtFinSF1
                     1.871606
  BsmtFinSF2
                     4.365829
                     0.909057
  BsmtUnfSF
                     1.744591
  TotalBsmtSF
                     1.513707
  1stFlrSF
  2ndFlrSF
                     0.823479
  LowQualFinSF
                     8.666142
  GrLivArea
                     1.449952
  BsmtFullBath
                     0.627106
  BsmtHalfBath
                     4.264403
  FullBath
                     0.057809
  HalfBath
                     0.656492
  BedroomAbvGr
                     0.243855
  KitchenAbvGr
                     4.365259
  TotRmsAbvGrd
                     0.644657
  Fireplaces
                     0.671966
  GarageYrBlt
                    -0.644564
  GarageCars
                    -0.358556
  GarageArea
                     0.189665
                     1.504929
  WoodDeckSF
  OpenPorchSF
                     2.410840
  EnclosedPorch
                     3.043610
                     9.770611
  3SsnPorch
  ScreenPorch
                     4.105741
  PoolArea
                   13.243711
                    23.065943
  MiscVal
  MoSold
                     0.220979
  YrSold
                     0.115765
  SalePrice
                     1.953878
```

So from the above we can see that many of the variables are rightly skewed which we will fix when we are treating outliers.

☐ Key Findings of the Study

My Key Findings:

After comparing both models we can see that the below are the best features of the Dataset

MiscVal: \$Value of miscellaneous feature

BsmtHalfBath: Basement half bathrooms

LowQualFinSF: Low quality finished square feet (all floors)

BsmtFullBath: Basement full bathrooms

HalfBath: Half baths above grade

Best alpha value for Lasso: {'alpha': 0.001}

Best alpha value for Ridge: {'alpha': 0.9}

☐ Learning Outcomes of the Study in respect of

Data Science

The amount and complexity of information produced in science, engineering, business, and everyday human activity is increasing at staggering rates. Good visualizations not only present a visual interpretation of data, but do so by improving comprehension, communication, and decision making. The importance of visualization is a topic taught to almost every data scientist in an entry-level course at university but is mastered by very few individuals. It is often regarded as obvious or unimportant due to its inherently subjective nature. In this article, I hope to dispel some of those thoughts and show you that

visualization is incredibly important, not just in the field of data science, but for communicating any form of information.

Visualisation through Seaborn and many other libraries helped me in gaining insight of the Dataset.

- It also helped me in gaining insight of outliers through boxplot method.
- It helped me in finding skewness of a particular variable with the help of seaborn.
- Univariate Analysis of the target variable showed us that it is a highly imbalanced Dataset.
- Multivariate Analysis showed us the relation between all the variables with each other.

Limitations of this work and Scope for Future Work

What are the limitations of this solution provided the future scope? The most important task for contractor of a property is to find the right price for their property. An accurate prediction can help in balancing risk for the contractor.

- There are some limitations of the solutions provided by me as I do not have access to powerful laptops, for that I have to use algorithms which consumes less power and memory.

The Future scope for this is infinite; the manual method which is currently used in the market is out dated and has high risk. So as to overcome this fault, there is a need for an updated and automated system. Data mining algorithms can be used to help investors to invest in an appropriate estate according to their mentioned requirements. Also the new system will be cost and time efficient. This will have simple operations.

Conclusions

In today's real estate world, it has become tough to store such huge data and extract them for one's own requirement. Also, the extracted data should be useful. The system makes optimal use of these advanced regression Algorithms. The system makes use of such data in the most efficient way. The algorithm helps to fulfil customers by increasing the accuracy of estate choice and reducing the risk of investing in an estate. A lot's of features that could be added to make the system more widely acceptable. One of the major future scopes is adding estate database of more cities which will provide the user to explore more estates and reach an accurate decision. More factors like recession that affect the house prices shall be added. In-depth details of every property will be added to provide ample details of a desired estate. This will help the system to run on a larger level.