

# Sell Your House for More

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# Questions

- Is location associated with housing prices?
  - Do waterfront homes elicit a higher price than other homes?
  - Is view quality associated with housing prices?
- Is condition associated with housing prices?
- Is house size associated with housing price?
  - How is price related above ground living space?
  - Is price associated with the presence of a basement?



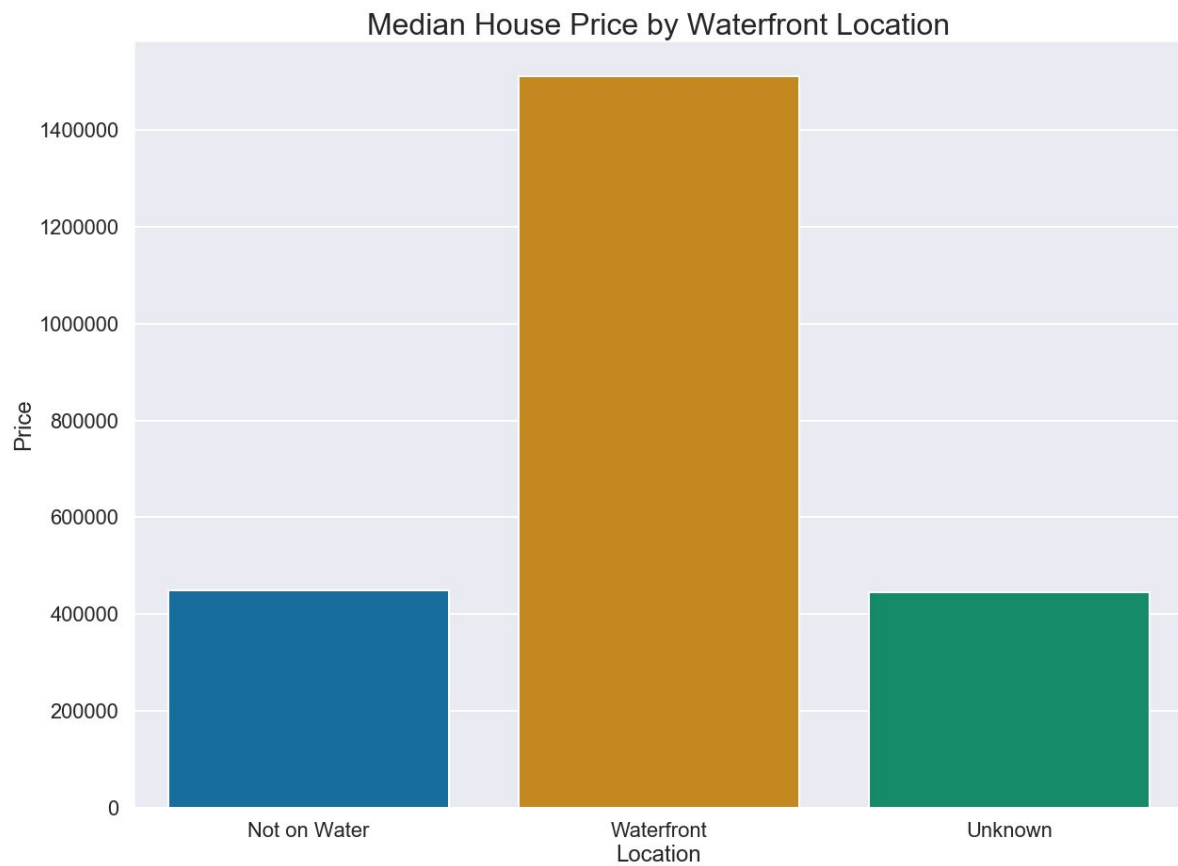
# Data Cleaning

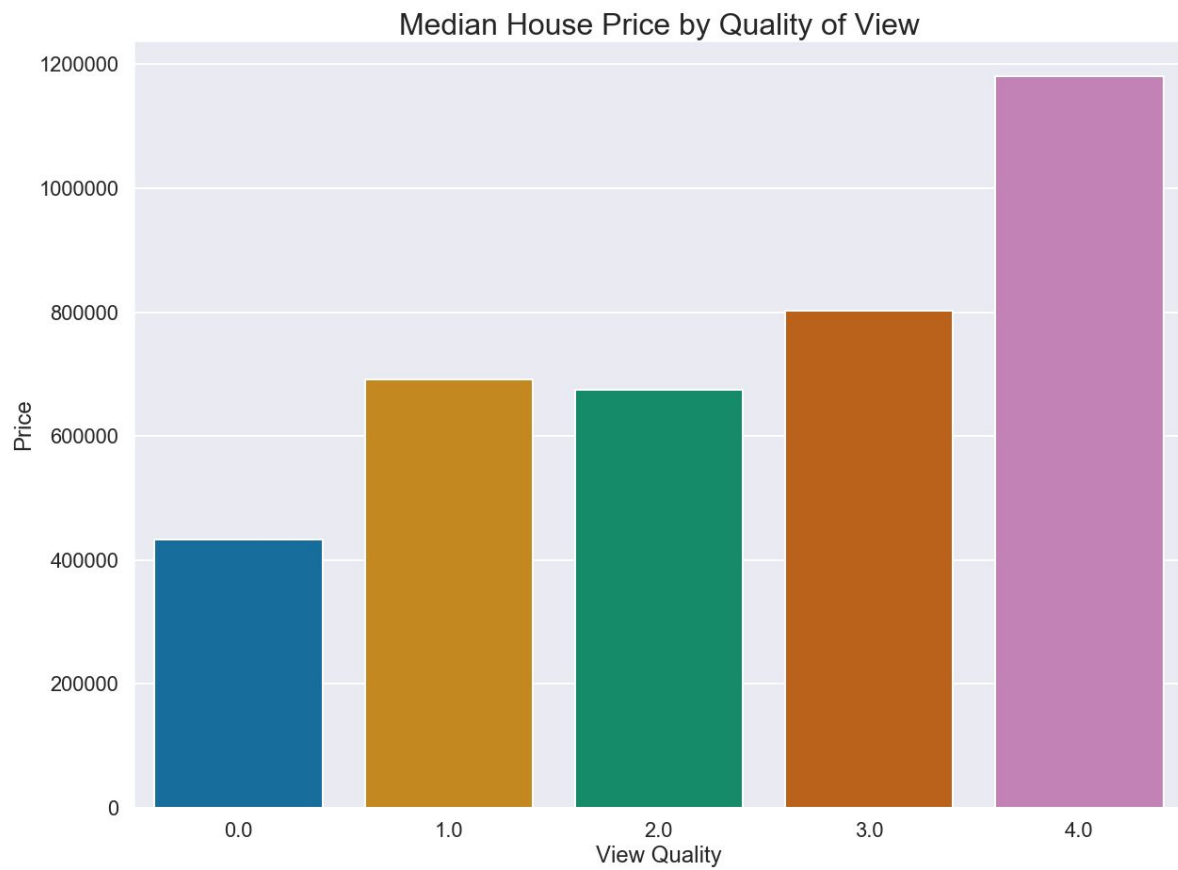
- Imputing
  - Basement Square Footage
- Recoding
  - Basement
  - High-Priced Zip Code
  - Waterfront
  - Season
- Logging price and square footage
- Standardization

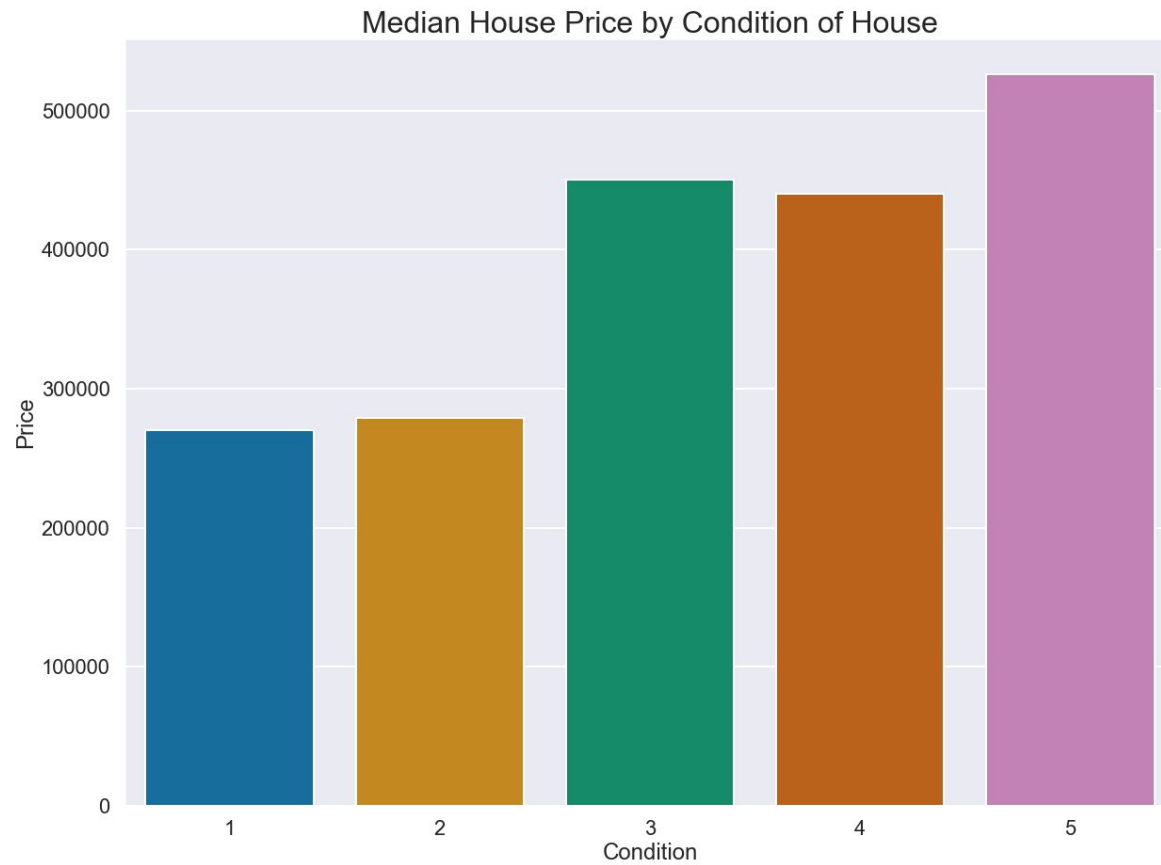


# Model

- Linear predictive model
- Target: Price
- Predictors: Location, Size, Quality
- Recursive Feature Elimination
  - 42 Variables Selected













# Recommendation

- Improve the view
- Renovate your home
  - Improve the condition to at least average quality
  - Expand



# Recommendations

- Add a toilet to each room
- Remove bedrooms
- Age your house
- Add a basement or a third floor
- Relocate your house to a new zip code: 98004, 98039, 98040, or 98112