



课程负责人(小助手)



2/10 Predictive Modeling for House Price & Analytics in R

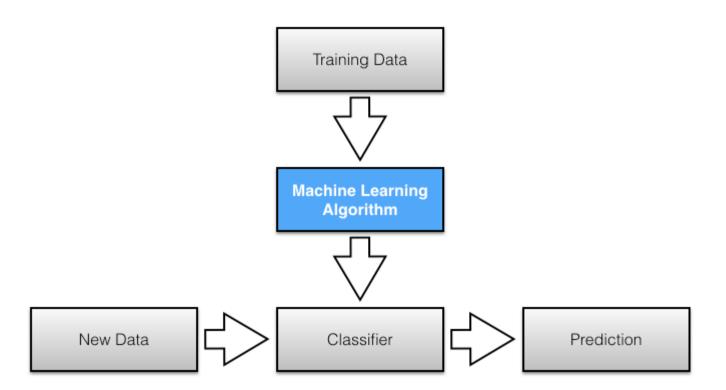
Joanne

# Predictive Modeling



# Supervised Learning:

build a model that makes predictions based on evidence in the presence of uncertainty.







## Regression Models & Prediction

### **EDA & Imputation**

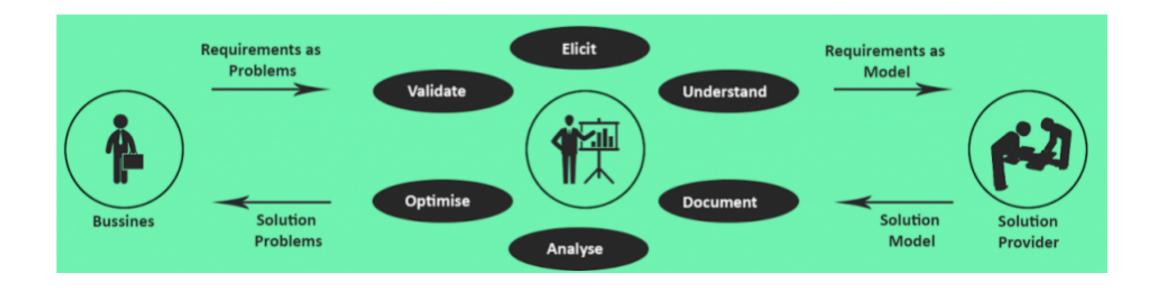
Linear Regression (线性回归模型)

- Multiple Linear Regression(多元线性回归)
- Model Diagnostics for Linear Regression(模型诊断)
- Interaction Terms (交互项)
- Non-linear Transformations(非线性转换)

Linear Model Selection and Regularization (变量选择和正则化)

- -Best Subset/Stepwise
- -LASSO
- -RIDGE
- \*Regression Tree
- \*Binary Logistic Regression (逻辑回归)

# Project-Process Flow





### Glance through Data



"There are no routine statistical questions, only questionable statistical routines."

### SalePrice Prediction-Ames, Iowa

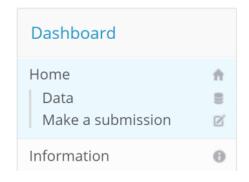


**Knowledge • 2,057 teams** 

**House Prices: Advanced Regression Techniques** 

Tue 30 Aug 2016

Wed 1 Mar 2017 (3 months to go)



Competition Details » Get the Data » Make a submission

Sold! How do home features add up to its price tag?

### Import Data

```
setwd("D:/.../model")
 data=read.csv("train.csv",header=T,na.strings = "NA")
 data2=read.csv("test.csv",header=T,na.strings = "NA")
 # remove ID
 data=data[,-c(1)]
 summary(data)
 str(data)
> summary(data)
   MSSubclass
                     MSZoning
                                                                                    Alley
                                  LotFrontage
                                                       LotArea
                                                                       Street
Min. : 20.0
                 c (all): 10
                                  Min. : 21.00
                                                           : 1300
                                                                      Grvl:
                                                                                   Grv1: 50
                                                    Min.
1st Qu.: 20.0
                            65
                                  1st Qu.: 59.00
                                                    1st Qu.:
                                                              7554
                                                                      Pave:1454
                                                                                   Pave: 41
Median: 50.0
                         : 16
                                  Median : 69.00
                                                    Median :
                                                              9478
                                                                                   NA's:1369
      : 56.9
                         :1151
                                       : 70.05
                                                           : 10517
Mean
                                  Mean
                                                    Mean
 3rd Qu.: 70.0
                         : 218
                                  3rd Qu.: 80.00
                                                    3rd Ou.: 11602
        :190.0
                                         :313.00
                                                            :215245
 Max.
                                  Max.
                                                    Max.
                                  NA's
                                         :259
```

```
(ULHEL).
> str(data)
'data.frame':
               1460 obs. of 80 variables:
 $ MSSubClass
               : int 60 20 60 70 60 50 20 60 50 190 ...
               : Factor w/ 5 levels "C (all)", "FV", ...: 4 4 4 4 4 4 4 5 4 ...
 $ MSZoning
 $ LotFrontage
               : int 65 80 68 60 84 85 75 NA 51 50 ...
               : int 8450 9600 11250 9550 14260 14115 10084 10382 6120 7420 ...
 $ LotArea
 $ Street
               : Factor w/ 2 levels "Grvl", "Pave": 2 2 2 2 2 2 2 2 2 ...
               $ Alley
               : Factor w/ 4 levels "IR1", "IR2", "IR3", ...: 4 4 1 1 1 1 4 1 4 4 ....
 $ LotShape
               : Factor w/ 4 levels "Bnk", "HLS", "Low", ...: 4 4 4 4 4 4 4 4 4 ...
 $ LandContour
 $ Utilities
               : Factor w/ 2 levels "AllPub", "NoSeWa": 1 1 1 1 1 1 1 1 1 1 ...
               : Factor w/ 5 levels "Corner", "CulDSac", ...: 5 3 5 1 3 5 5 1 5 1 ....
 $ LotConfig
               : Factor w/ 3 levels "Gtl", "Mod", "Sev": 1 1 1 1 1 1 1 1 1 1 ...
 $ Landslope
 $ Neighborhood : Factor w/ 25 levels "Blmngtn", "Blueste", ...: 6 25 6 7 14 12 21 17 18 4 ...
 $ Condition1
               : Factor w/ 9 levels "Artery", "Feedr", ...: 3 2 3 3 3 3 5 1 1 ...
               : Factor w/ 8 levels "Artery", "Feedr", ...: 3 3 3 3 3 3 3 3 1 ...
 $ Condition2
               : Factor w/ 5 levels "1Fam", "2fmCon", ...: 1 1 1 1 1 1 1 1 2 ...
 $ BldgType
```

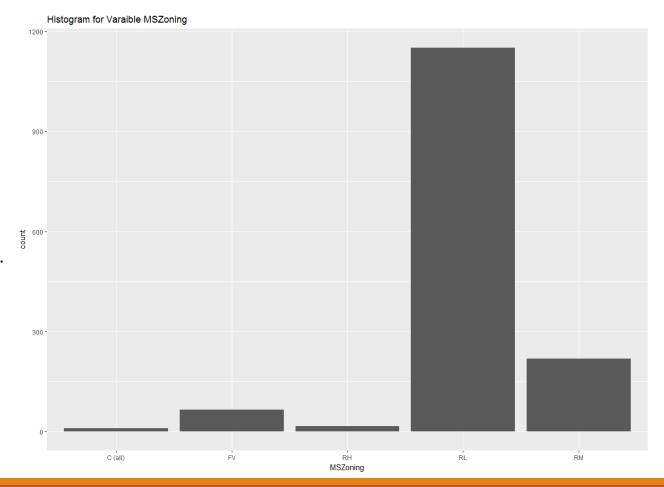
# optional: data\$MSSubClass=as.factor(data\$MSSubClass)

```
> ggplot(data = data) +
  geom_bar(mapping = aes(x = MSZoning )) # bar for
categorical
```

+ ggtitle("Histogram for Varaible MSZoning")

MSZoning: Identifies the general zoning classification of the sale.

- A Agriculture C Commercial
- FV Floating Village Residential
- I Industrial
- RH Residential High Density
- RL Residential Low Density
- RP Residential Low Density Park
- RM Residential Medium Density

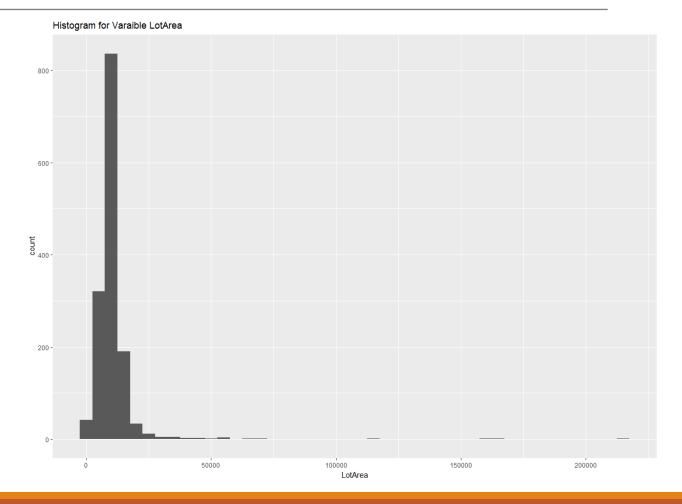


> summary(data\$LotArea) # to determine binwidth # LotArea: Lot size in square feet

Min. 1st Qu. Median Mean 3rd Qu. Max. 1300 7554 9478 10520 11600 215200

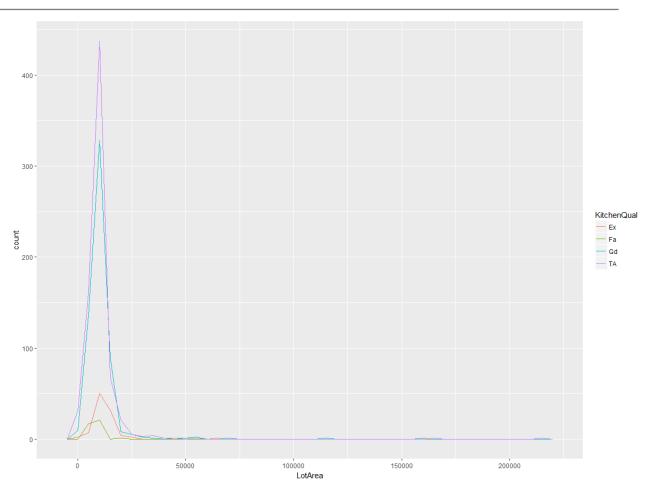
> ggplot(data = data) +
geom\_histogram(mapping = aes(x = LotArea), binwidth =5000)
# histogram for continuous

+ ggtitle("Histogram for Varaible LotArea")



```
# visualize a categorical and a continuous variable
ggplot(data = data, mapping = aes(x = LotArea, colour =
KitchenQual)) +
geom_freqpoly(binwidth = 5000)
```

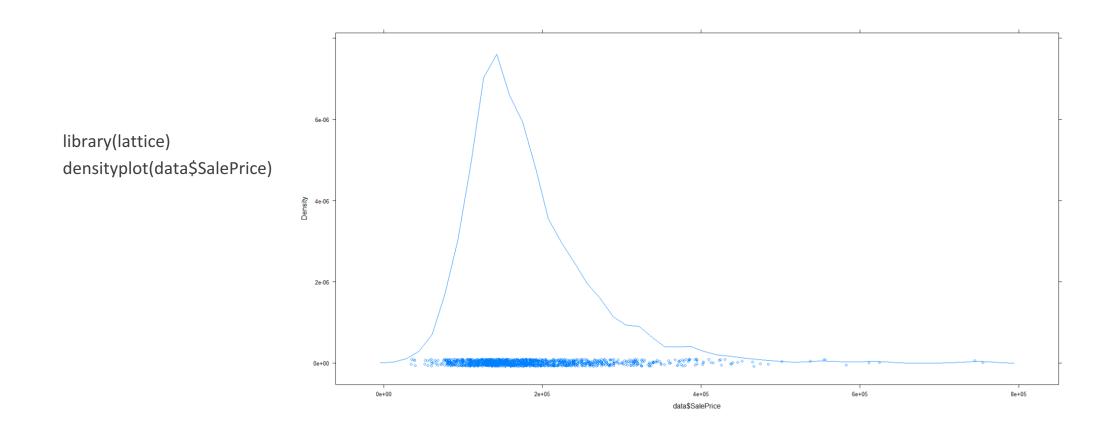
# Ex Excellent Gd Good TA Average/Typical Fa Fair



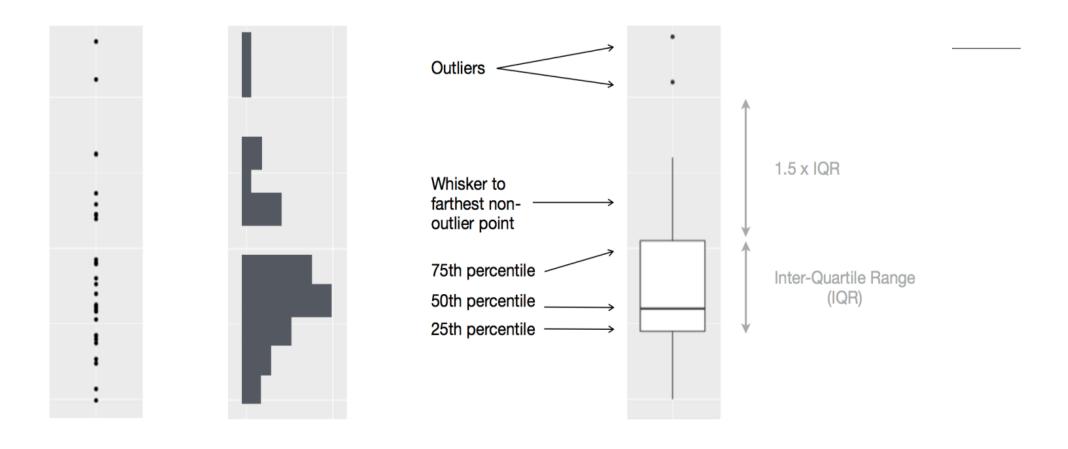
### **Exploratory Data Analysis- dplyr**

```
> data %>% count(cut_width(LotArea, 5000))
# A tibble: 18 × 2
  `cut_width(LotArea, 5000)`
             <fctr> <int>
       [-2.5e+03,2.5e+03]
       (2.5e+03,7.5e+03)
      (7.5e+03,1.25e+04] 836
      (1.25e+04,1.75e+04]
                           190
      (1.75e+04,2.25e+04]
                            34
      (2.25e+04,2.75e+04]
      (2.75e+04,3.25e+04)
      (3.25e+04,3.75e+04]
      (3.75e+04,4.25e+04]
      (4.25e+04,4.75e+04]
       (4.75e+04,5.25e+04]
       (5.25e+04,5.75e+04]
       (6.25e+04,6.75e+04]
14
       (6.75e+04.7.25e+041
15
      (1.12e+05,1.18e+05]
16
       (1.58e+05,1.62e+05]
17
       (1.62e+05,1.68e+05]
18
       (2.12e+05,2.18e+05]
```

### Better Understand Y variable







ggplot(data = data, mapping = aes(x = BsmtCond , y = SalePrice)) + geom\_boxplot()

BsmtCond: Evaluates the general condition of the basement

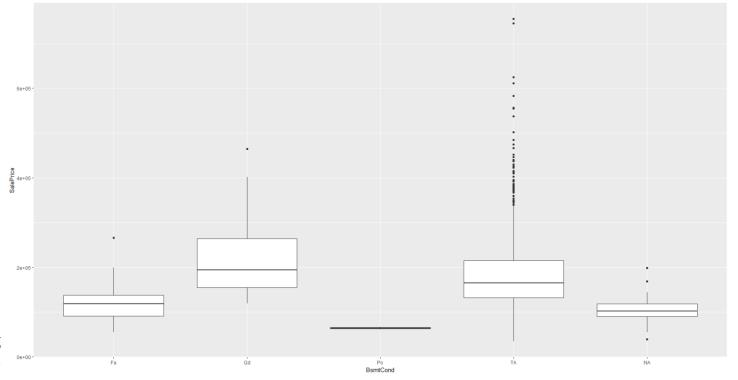
Ex Excellent Go Good

TA Typical - slight dampness allowed

Fa Fair - dampness or some cracking or settling

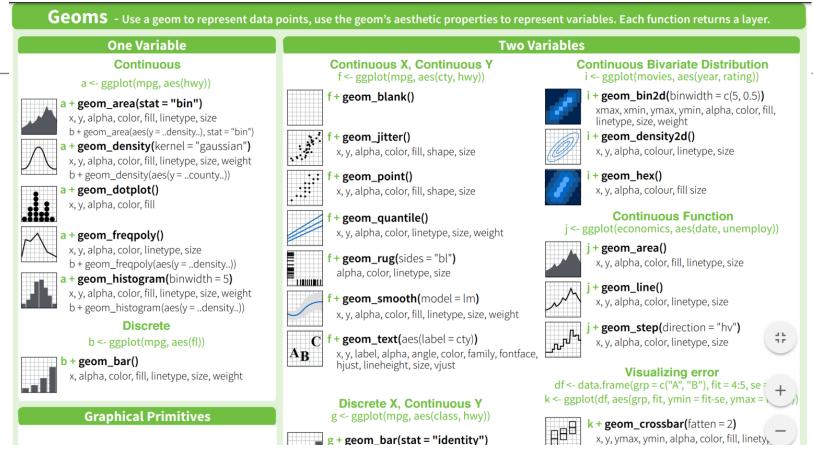
Po Poor - Severe cracking, settling, or wetness

NA No Basement





### R for Data Visualization: ggplot2



**Cheat Sheet:** 

https://www.rstudio.com/wp-content/uploads/2015/03/ggplot2-cheatsheet.pdf



Clean Data: Imputation

## Check % of Missing Data

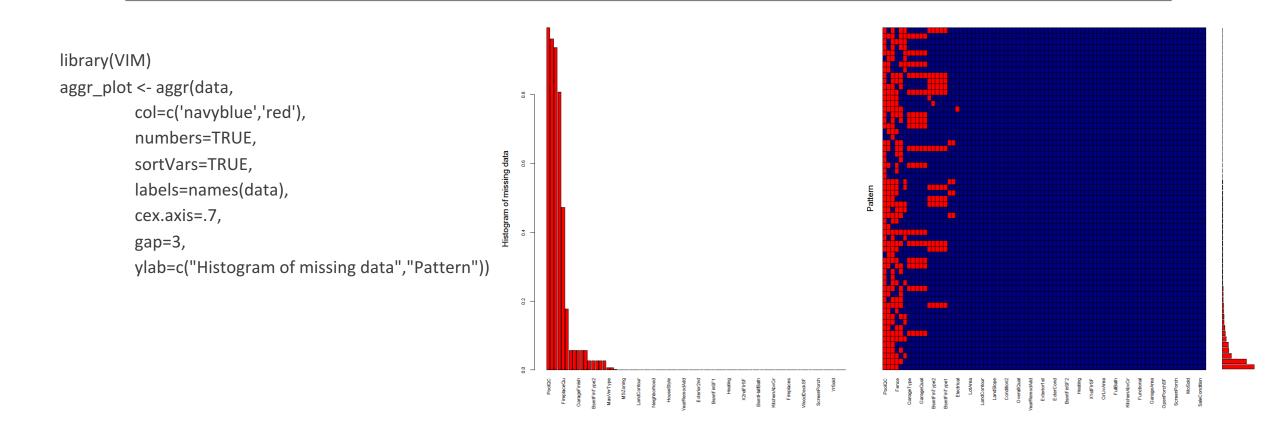
- > MissingPercentage <- function(x){sum(is.na(x))/length(x)\*100}
  > sort(apply(data,2,MissingPercentage),decreasing=TRUE)

PoolQC	MiscFeature	Alley	Fence	FireplaceQu	LotFrontage	GarageType	GarageYrBlt	GarageFinish
99.52054795	96.30136986	93.76712329	80.75342466	47.26027397	17.73972603	5.54794521	5.54794521	5.54794521
GarageQual	GarageCond	BsmtExposure	BsmtFinType2	BsmtQual	BsmtCond	BsmtFinType1	Mas∨nrType	MasVnrArea
5.54794521	5.54794521	2.60273973	2.60273973	2.53424658	2.53424658	2.53424658	0.54794521	0.54794521
Electrical	MSSubClass	MSZoning	LotArea	Street	LotShape	LandContour	Utilities	LotConfig
0.06849315	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000
LandSlope	Neighborhood	Condition1	Condition2	вldgТуре	HouseStyle	OverallQual	OverallCond	YearBuilt
0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000
YearRemodAdd	RoofStyle	RoofMatl	Exterior1st	Exterior2nd	ExterQual	ExterCond	Foundation	BsmtFinSF1
0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000
BsmtFinSF2	BsmtUnfSF	TotalBsmtSF	Heating	HeatingQC	CentralAir	X1stFlrSF	X2ndFlrSF	LowQualFinSF
0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000
GrLivArea	BsmtFullBath	BsmtHalfBath	FullBath	HalfBath	BedroomAbvGr	KitchenAbvGr	KitchenQual	TotRmsAbvGrd
0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000
Functional	Fireplaces	GarageCars	GarageArea	PavedDrive	WoodDeckSF	OpenPorchSF	EnclosedPorch	X3SsnPorch
0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000	0.00000000
	_				_			

## Check # of Missing Data

> # check # of	NA							
> sort(sapply(	data, function	(x) sum(is.na(	x))),decreasin	g=TRUE)				
PoolQC	MiscFeature	Alley	Fence	FireplaceQu	LotFrontage	GarageType	GarageYrBlt	GarageFinish
1453	1406	1369	1179	690	259	81	81	81
GarageQual	GarageCond	BsmtExposure	BsmtFinType2	BsmtQual	BsmtCond	BsmtFinType1	Mas∨nrType	MasVnrArea
81	81	38	38	37	37	37	8	8
Electrical	MSSubClass	MSZoning	LotArea	Street	LotShape	LandContour	Utilities	LotConfig
1	0	0	0	0	0	0	0	0
LandSlope	Neighborhood	Condition1	Condition2	Bldg⊤ype	HouseStyle	OverallQual	OverallCond	YearBuilt
0	0	0	0	0	0	0	0	0
YearRemodAdd	RoofStyle	RoofMatl	Exterior1st	Exterior2nd	ExterQual	ExterCond	Foundation	BsmtFinSF1
0	0	0	0	0	0	0	0	0
BsmtFinSF2	BsmtUnfSF	TotalBsmtSF	Heating	HeatingQC	CentralAir	X1stFlrSF	X2ndFlrSF	LowQualFinSF
0	0	0	0	0	0	0	0	0
GrLivArea	BsmtFullBath	BsmtHalfBath	FullBath	HalfBath	BedroomAbvGr	KitchenAbvGr	KitchenQual	TotRmsAbvGrd
0	0	0	0	0	0	0	0	0
Functional	Fireplaces	GarageCars	GarageArea	PavedDrive	WoodDeckSF	OpenPorchSF	EnclosedPorch	X3SsnPorch
0	0	0	0	0	0	0	0	0
ScreenPorch	PoolArea	MiscVal	MoSold	YrSold	SaleType	SaleCondition	SalePrice	
0	0	0	0	0	0	0	0	

### Visualizing Missing Data and Delete



# Delete Columns with more than 5% Missig Data and Imputing the Rest

### **Assumption:**

MCAR: missing completely at random.

# Delete columns with more than 5% missing data library(dplyr) data=select(data,-c(PoolQC,MiscFeature,Alley,Fence,FireplaceQu,LotFrontage))

# CART: classification and regression trees library(mice) imp\_data<- mice(data, m=1, method='cart', printFlag=FALSE)

### Test Result

```
> # Test Original and Imputed
> table(data$GarageType)

2Types Attchd Basment BuiltIn CarPort Detchd
    6    870    19    88    9    387
> table(imp_data$imp$GarageType)

2Types Attchd BuiltIn Detchd
    1    32    3    45
> # vasualize density blue:actual; red:imputed
> densityplot(imp_data, ~GarageType)

**Comparison

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```

### Imputing Done! Double Check!

```
# Merge to Original Data
data_complete <- complete(imp_data)

#Confirm no NAs
sum(sapply(data_complete, function(x) { sum(is.na(x)) }))
write.csv(data_complete, file = "data_complete.csv")
data_complete=read.csv("data_complete.csv",header=T)</pre>
```



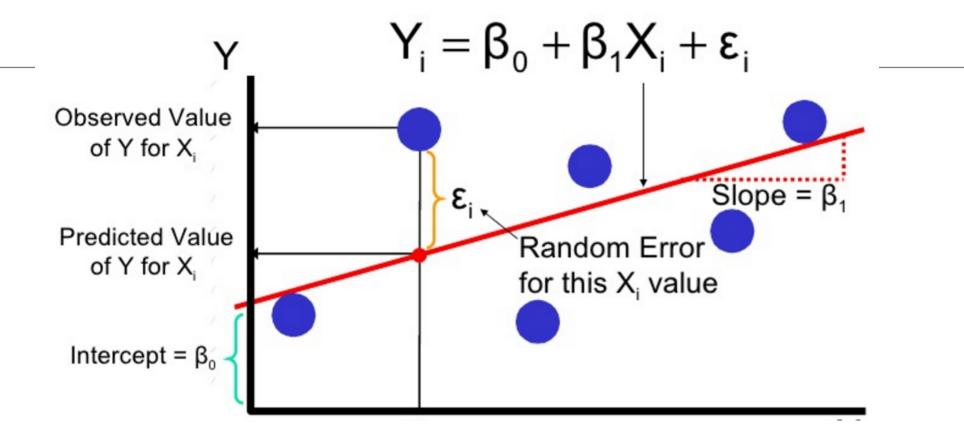
## Multiple Linear Regression Model

### Training and Testing Set

```
> set.seed(1)
> train = sample(1:nrow(data_complete),nrow(data_complete)/2)
> test = -train
> traindata = data_complete[train,]
> testdata = data_complete[test,]
```

testdata	730 obs. of 74 variables
O traindata	730 obs. of 74 variables

# Linear Regression



- ■x, is regarded as the **predictor**, **explanatory**, or **independent** variable.
- **■***y*, is regarded as the **response**, **outcome**, or **dependent** variable.
- Residual: The difference between an observed value of the dependent variable and the value of the dependent variable

### Fit A Model...Oops

```
> model=lm(SalePrice~.,data=traindata)
Warning messages:
1: contrasts dropped from factor Condition1 due to missing levels
2: contrasts dropped from factor Condition2 due to missing levels
3: contrasts dropped from factor RoofStyle due to missing levels
4: contrasts dropped from factor RoofMatl due to missing levels
5: contrasts dropped from factor Exterior1st due to missing levels
6: contrasts dropped from factor Exterior2nd due to missing levels
7: contrasts dropped from factor Heating due to missing levels
8: contrasts dropped from factor Functional due to missing levels
> distinct(data,RoofStyle)
  RoofStvle
     Gable
3 Gambrel
4 Mansard
       Flat
       Shed
> distinct(traindata,RoofStyle)
  RoofStvle
        Hip
      Gable
  Mansard
       Flat
5 Gambrel
```

### Understand the Model

```
> summary(model)
Call:
lm(formula = SalePrice ~ ., data = traindata)
Residuals:
   Min
            10 Median
                                   Max
-107928
         -8614
                          9346 133886
Coefficients: (4 not defined because of singularities)
                    Estimate Std. Error t value Pr(>|t|
(Intercept)
                  -1.515e+06 1.534e+06 -0.988 0.32380
MSSubClass
                  -1.612e+02 1.095e+02 -1.473 0.14144
MSZoning2
                                        2.101 0.03615
                   3.730e+04 1.775e+04
                   3.173e+04 1.883e+04
MSZoning3
                                        1.685 0.09260
MSZoning4
                   1.821e+04 1.539e+04
                                        1.183 0.23743
MSZoning5
                   1.388e+04 1.465e+04
                                        0.947 0.34392
LotArea
                   1.041e+00 1.612e-01
                                         6.457 2.47e-1
Street2
                   4.276e+04 1.991e+04
                                        2.148 0.03218
LotShape2
                  -5.435e+03 6.616e+03 -0.821 0.41179
LotShape3
                  -1.367e+04 1.260e+04
                                        -1.085 0.27863
LotShape4
                   3.276e+02 2.267e+03
                                         0.145 0.88515
```

```
GarageCond5
                                            NA
                                                    NΑ
                  ravequrive2
PavedDrive3
                  -3.067e+03 4.865e+03
                                        -0.630 0.528707
WoodDeckSF
                   1.125e+01 8.841e+00
                                        1.272 0.203790
OpenPorchSF
                  -1.118e+01 1.867e+01 -0.599 0.549485
EnclosedPorch
                  -1.328e+01 1.674e+01 -0.793 0.427997
X3SsnPorch
                   4.678e+01 3.813e+01
                                        1.227 0.220410
ScreenPorch
                   1.709e+01 1.893e+01
                                         0.903 0.367039
PoolArea
                   9.805e+01 2.284e+01
                                         4.294 2.10e-05 ***
MiscVal
                   1.012e+00 1.452e+00
                                         0.697 0.486105
MoSold
                   5.118e+02 3.653e+02
                                         1.401 0.161853
YrSold
                   4.140e+02 7.557e+02
                                         0.548 0.584041
SaleType2
                   3.966e+04 2.589e+04
                                        1.532 0.126195
SaleType3
                   3.849e+04 2.053e+04
                                        1.875 0.061373 .
                  -3.455e+03 1.616e+04 -0.214 0.830725
SaleType4
SaleTvpe5
                  -8.056e+03 1.657e+04 -0.486 0.627019
                  -5.967e+04 3.107e+04 -1.920 0.055374 .
SaleType6
SaleType7
                  -2.875e+03 2.489e+04 -0.115 0.908098
SaleType8
                   1.414e+04 1.504e+04
                                         0.940 0.347463
                  -2.739e+03 6.421e+03
                                        -0.427 0.669828
SaleType9
SaleCondition2
                   3.815e+03 1.980e+04
                                         0.193 0.847301
SaleCondition3
                   9.637e+03 1.307e+04
                                         0.738 0.461083
SaleCondition4
                   2.132e+04 8.512e+03
                                         2.504 0.012577 *
SaleCondition5
                   8.947e+03 4.326e+03
                                         2.068 0.039127 *
SaleCondition6
                   2.114e+04 2.395e+04
                                         0.883 0.377846
Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

Residual standard error: 21430 on 513 degrees of freedom

Multiple R-squared: 0.9518, Adjusted R-squared: 0.9314 F-statistic: 46.86 on 216 and 513 DF, p-value: < 2.2e-16

### Calculate RMSE

```
> # Calculate Root Mean Squared Error
> RMSE <- sqrt(mean(model$residuals^2))
> RMSE
[1] 17965.74
```

### Root Mean Squared Error (RMSE)

The square root of the mean/average of the square of all of the error.

The use of RMSE is very common and it makes an excellent general purpose error metric for numerical predictions.

Compared to the similar Mean Absolute Error, RMSE amplifies and severely punishes large errors.

$$ext{RMSE} = \sqrt{rac{1}{n}\sum_{i=1}^n (y_i - \hat{y}_i)^2}$$

### Manually Select Variables (subset)

```
> #a.k.a collinearity
> model=lm(SalePrice~
             LotArea+OverallQual+OverallCond+YearBuilt+BsmtQual+BsmtFinSF1+
             BsmtFinSF2+BsmtUnfSF+X1stFlrSF+X2ndFlrSF+BedroomAbvGr+
             KitchenAbvGr+KitchenQual+GarageCars+PoolArea,
           data=traindata)
> summary(model)
lm(formula = SalePrice ~ LotArea + OverallOual + OverallCond +
    YearBuilt + BsmtOual + BsmtFinSF1 + BsmtFinSF2 + BsmtUnfSF +
    X1stFlrSF + X2ndFlrSF + BedroomAbvGr + KitchenAbvGr + KitchenOual +
    GarageCars + PoolArea, data = traindata)
Residuals:
             10 Median
                                   Max
-139861 -13659
                    97 13871 165297
```

> #NA as a coefficient in a regression indicates that the variable in question is linearly related to the other variables.

#### RMSE INCREASED!

```
lm(formula = SalePrice ~ LotArea + OverallQual + OverallCond +
   YearBuilt + BsmtQual + BsmtFinSF1 + BsmtFinSF2 + BsmtUnfSF +
   X1stFlrSF + X2ndFlrSF + BedroomAbvGr + KitchenAbvGr + KitchenQual +
   GarageCars + PoolArea, data = traindata)
Residuals:
   Min
           1Q Median
-139861 -13659 97 13871 165297
Coefficients:
              Estimate Std. Error t value Pr(>|t|)
(Intercept) -8.501e+05 1.161e+05 -7.323 6.62e-13 ***
             6.085e-01 9.170e-02 6.636 6.42e-11 ***
OverallOual 1.070e+04 1.328e+03 8.054 3.38e-15 ***
OverallCond 5.608e+03 9.965e+02 5.628 2.62e-08 ***
YearBuilt 4.422e+02 5.781e+01 7.649 6.59e-14 ***
BsmtQual2
            -2.068e+04 8.152e+03 -2.537 0.011396 *
           -3.138e+04 4.374e+03 -7.175 1.83e-12 ***
BsmtQual4 -2.898e+04 5.574e+03 -5.199 2.62e-07 ***
BsmtFinSF1 5.046e+01 5.062e+00 9.969 < 2e-16 ***
BsmtFinSF2 3.020e+01 7.761e+00 3.891 0.000109 ***
BsmtUnfSF 2.568e+01 4.855e+00 5.289 1.64e-07 ***
X1stFlrSF 7.561e+01 5.492e+00 13.767 < 2e-16 ***
X2ndFlrSF 7.466e+01 3.611e+00 20.676 < 2e-16 ***
BedroomAbvGr -9.486e+03 1.619e+03 -5.859 7.14e-09 ***
KitchenAbvGr -1.764e+04 4.578e+03 -3.854 0.000127 ***
KitchenQual2 -2.775e+04 8.217e+03 -3.378 0.000771 ***
KitchenQual3 -3.469e+04 4.610e+03 -7.526 1.59e-13 ***
KitchenQual4 -3.580e+04 5.134e+03 -6.974 7.08e-12 ***
GarageCars 6.566e+03 1.814e+03 3.620 0.000316 ***
PoolArea
          5.960e+01 2.368e+01 2.517 0.012045 *
Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
Residual standard error: 26570 on 710 degrees of freedom
Multiple R-squared: 0.8974, Adjusted R-squared: 0.8946
F-statistic: 326.8 on 19 and 710 DF, p-value: < 2.2e-16
> RMSE <- sgrt (mean (model$residuals^2))
> RMSE
[1] 26202.13
```

### Make Prediction & RMSE for Test Set

```
# make prediction based on test set
                                                                           > head(predict model) #prediction results
predict model= predict(model,testdata)
                                                                           212486.2 215267.0 265279.9 181560.2 293183.8 163363.9
head(predict model) #prediction results
                                                                           > head(testdata$SalePrice) # vs. actual Saleprice
                                                                           [1] 208500 223500 250000 143000 307000 129900
head(testdata$SalePrice) # vs. actual Saleprice
# calculate the value of R-squared for the prediction model on the test
data set as follows:
                                                                          > # testset RMSE compare to traindata
SSE <- sum((testdata$SalePrice - predict model) ^ 2)
                                                                          > testRMSE <- sqrt(mean((predict model - testdata$SalePrice)^2))
SST <- sum((testdata$SalePrice - mean(testdata$SalePrice)) ^ 2)
                                                                          [1] 43648.79
1 - SSE/SST
                                                                          > trainRMSE <- sqrt(mean(model$residuals^2))</pre>
                                                                          [1] 26230.96
[1] 0.6781038
```

### Diagnostic Plots & Linear Regression Assumptions

par(mfrow=c(2,2))
plot(model)

### **Assumptions:**

- (i) linearity
- (ii) Normality of the error distribution
- (iii) statistical independence of the errors (No or little Autocorrelation)
- **(iv) homoscedasticity** (constant variance) of the errors
- + No or litter Multicollinearity

