**Insights in Ames, Iowa: Real Estate**

MSDS 6371

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***Made up a dumb title and needs more work but here’s something to start with!!***

1. **Overview**

The selling prices of homes drive the real estate business. However, many factors influence a client’s purchasing decision and additionally the selling price. Aligning the client’s preferences with home attributes that also maximize selling price leads to satisfied buyers and optimal profitability. We will investigate what home characteristics are associated with selling price, so that Century 21 Ames can best position themselves in the market.

The Ames Housing Dataset compiled by Dean De Cock includes 79 explanatory variables to determine the corresponding selling price. There are 1,460 observations in the training data set and 1,459 in the testing data set. A full description of each variable can be found in the “data\_description” text file on Kaggle.com. *Insert all the important variables.*

1. **Century 21 Analysis**
2. **Predicting Selling Prices**