

Housing Pricing Explained

Real Estate Investors and Agents



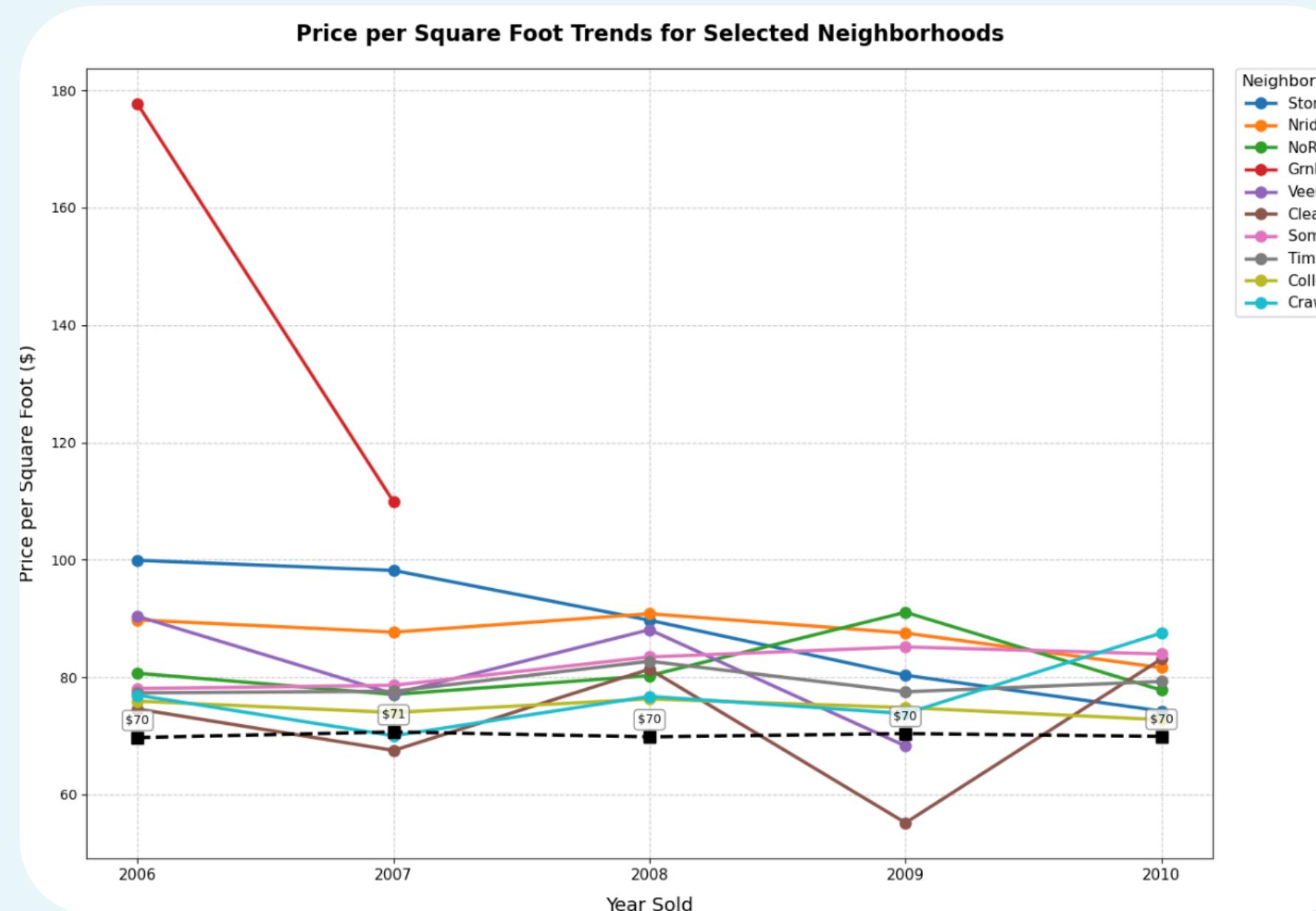
Which home
improvements
deliver the highest
return on
investment in the
Ames housing
market?

Data from 2006 to 2010



Housing market trends in Ames

Insights on pricing and investment opportunities available



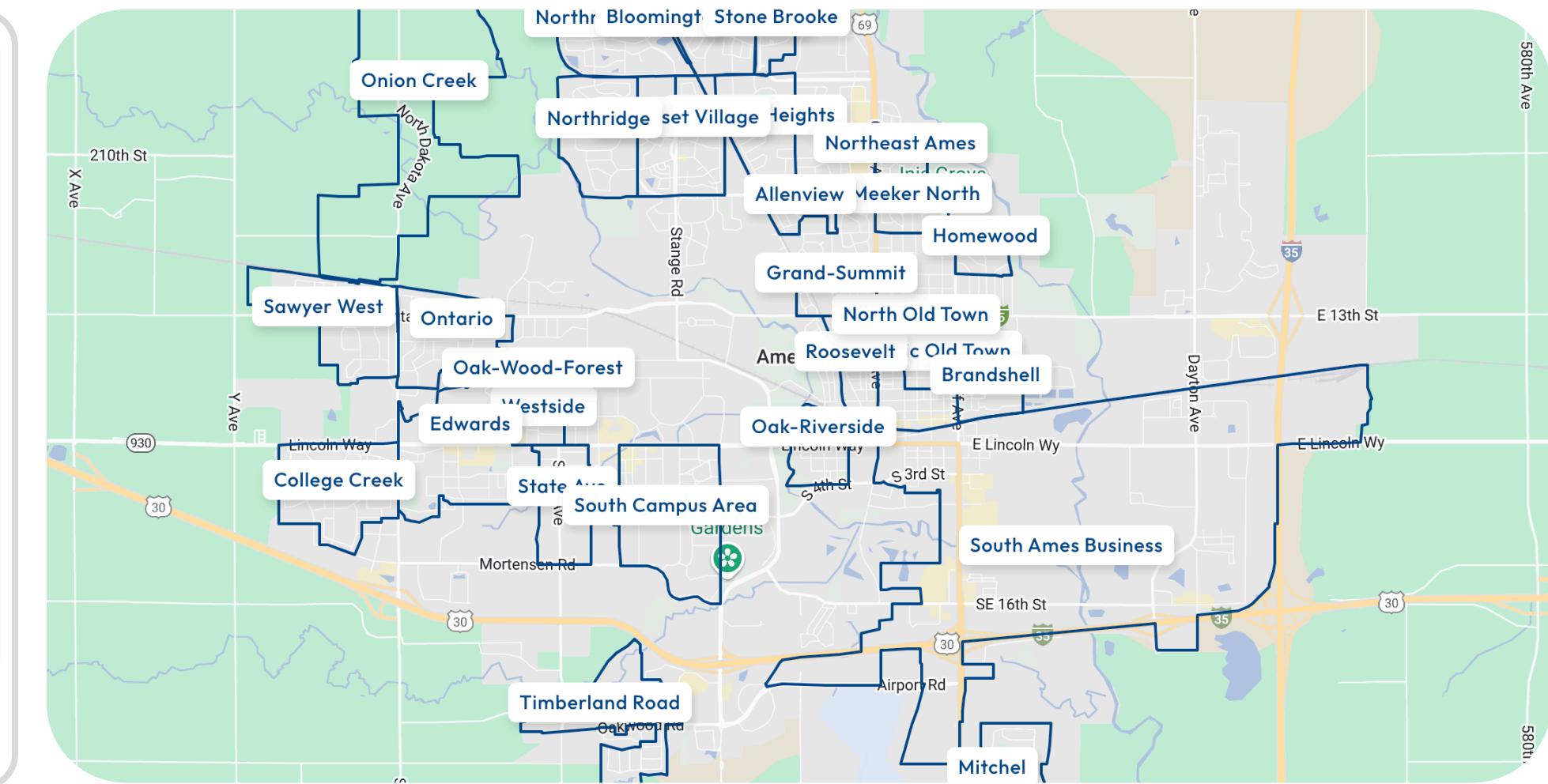
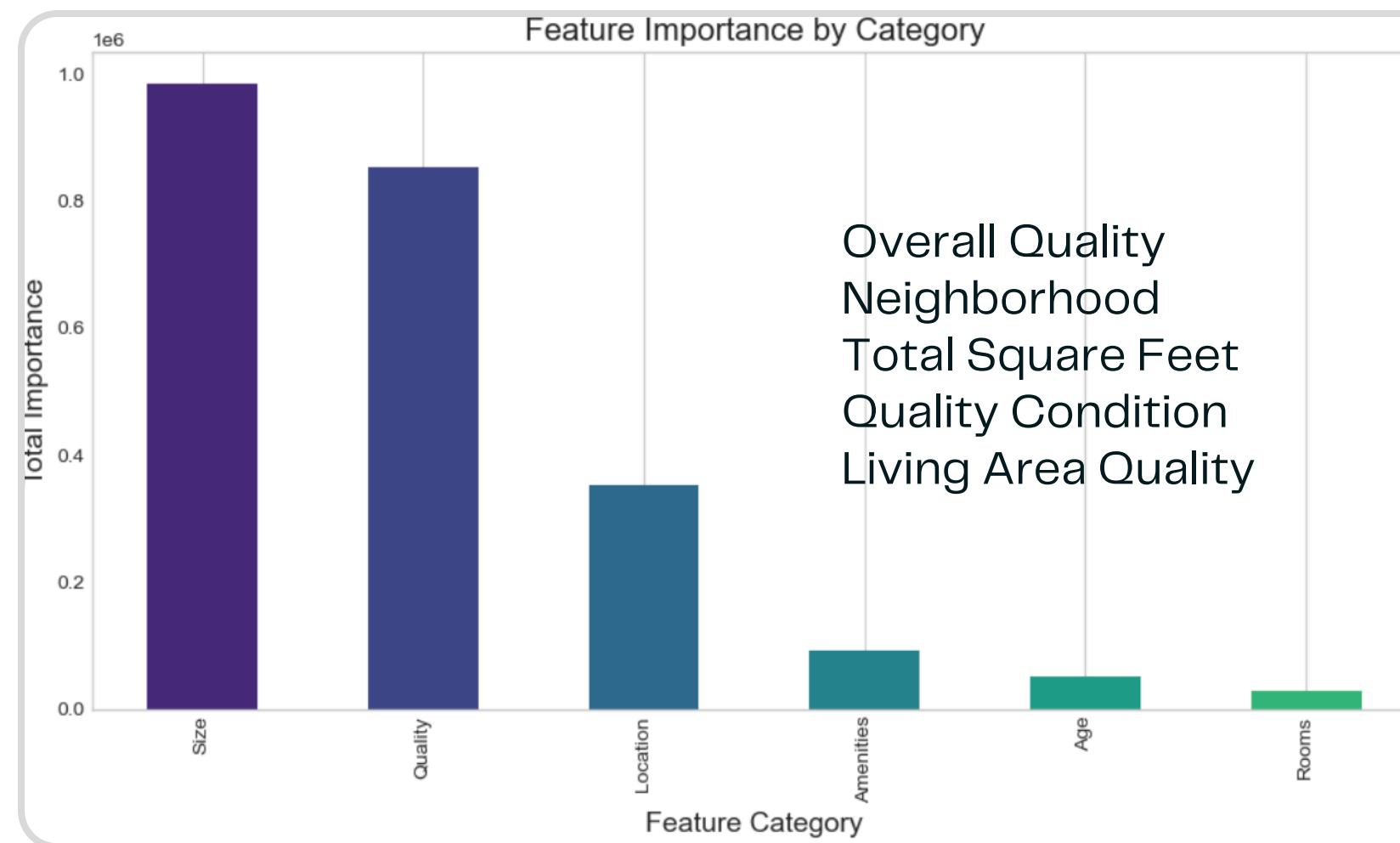
Ames Housing dataset

Training data: 2051 records and 81 columns related to house characteristics
location
lot info
sale price
Years: 2006 to 2010 (Year Sold)



Highest-Value Features

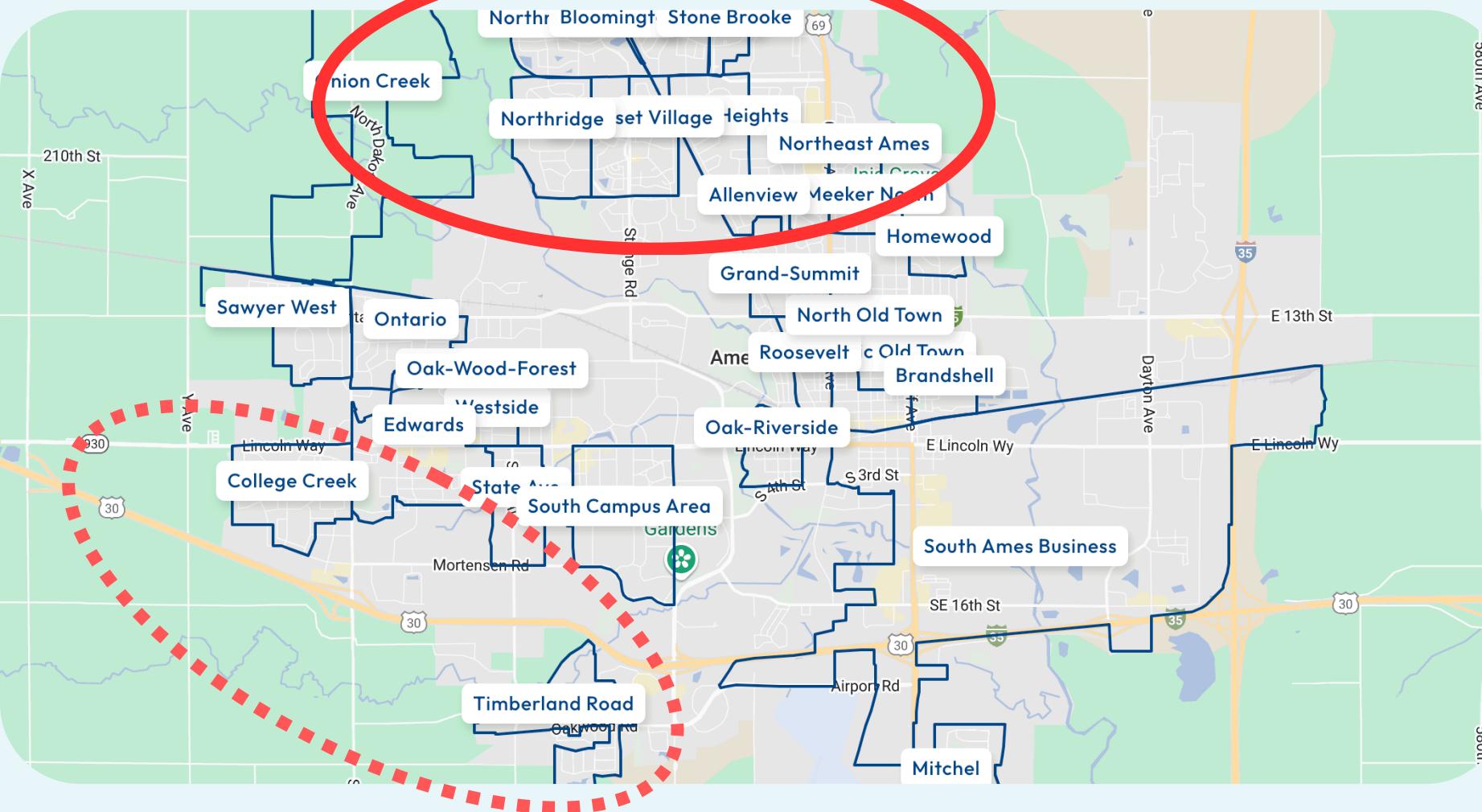
Features that determine the sale price of a house



By predicting prices for a property in both its current state and after potential improvements, investors can make data-driven decisions

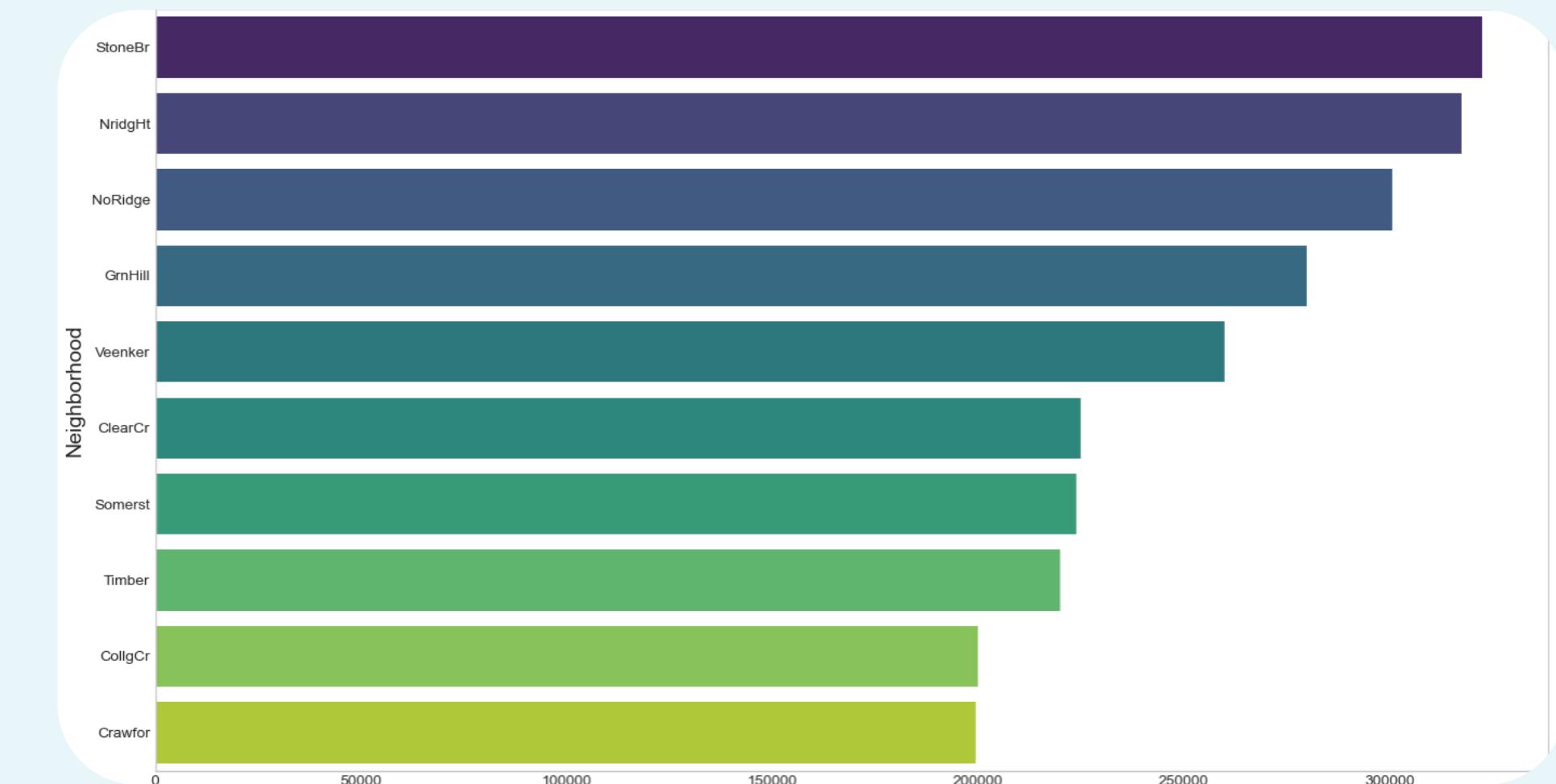
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Location is crucial

Price varies greatly by local neighborhood demand.



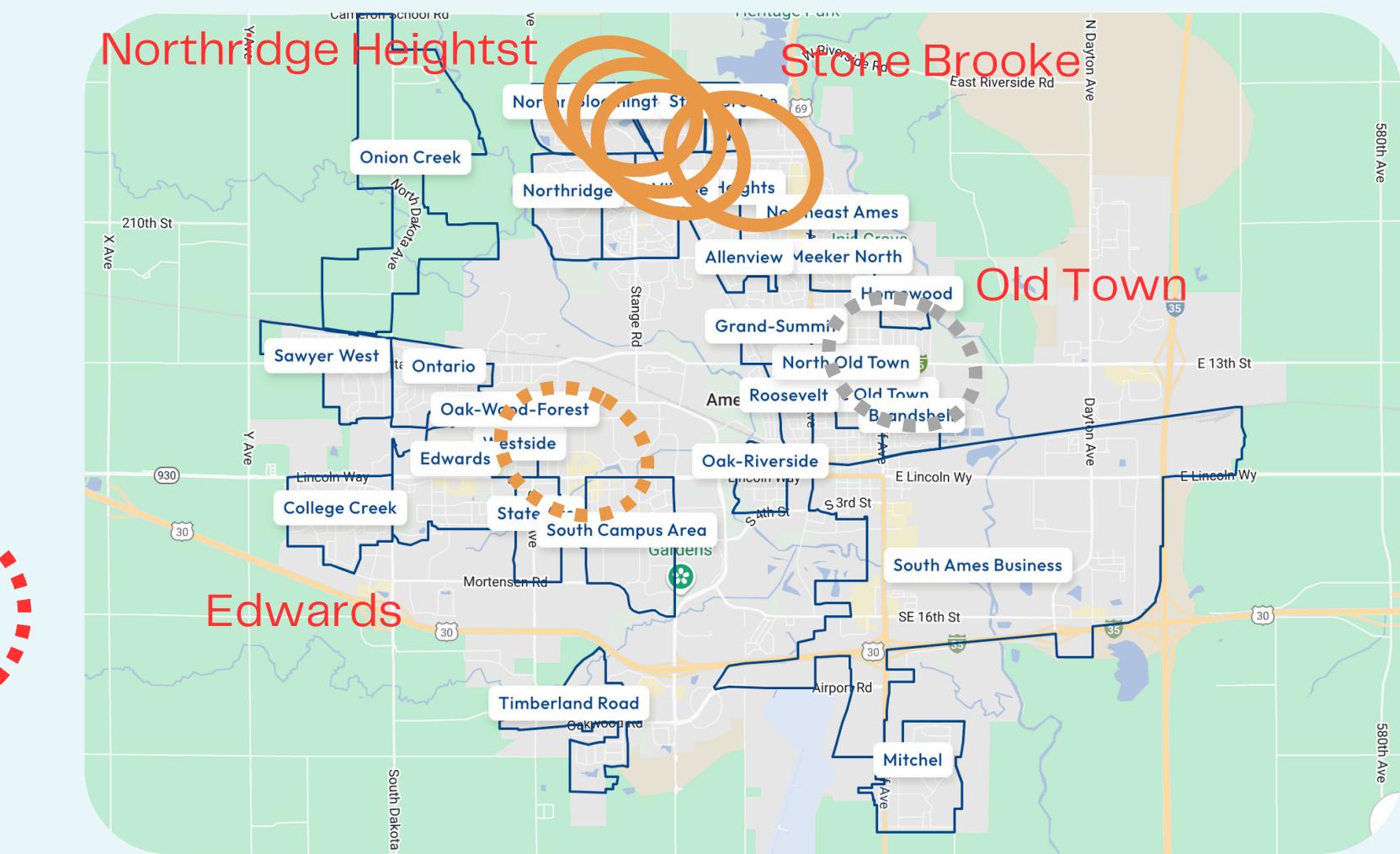
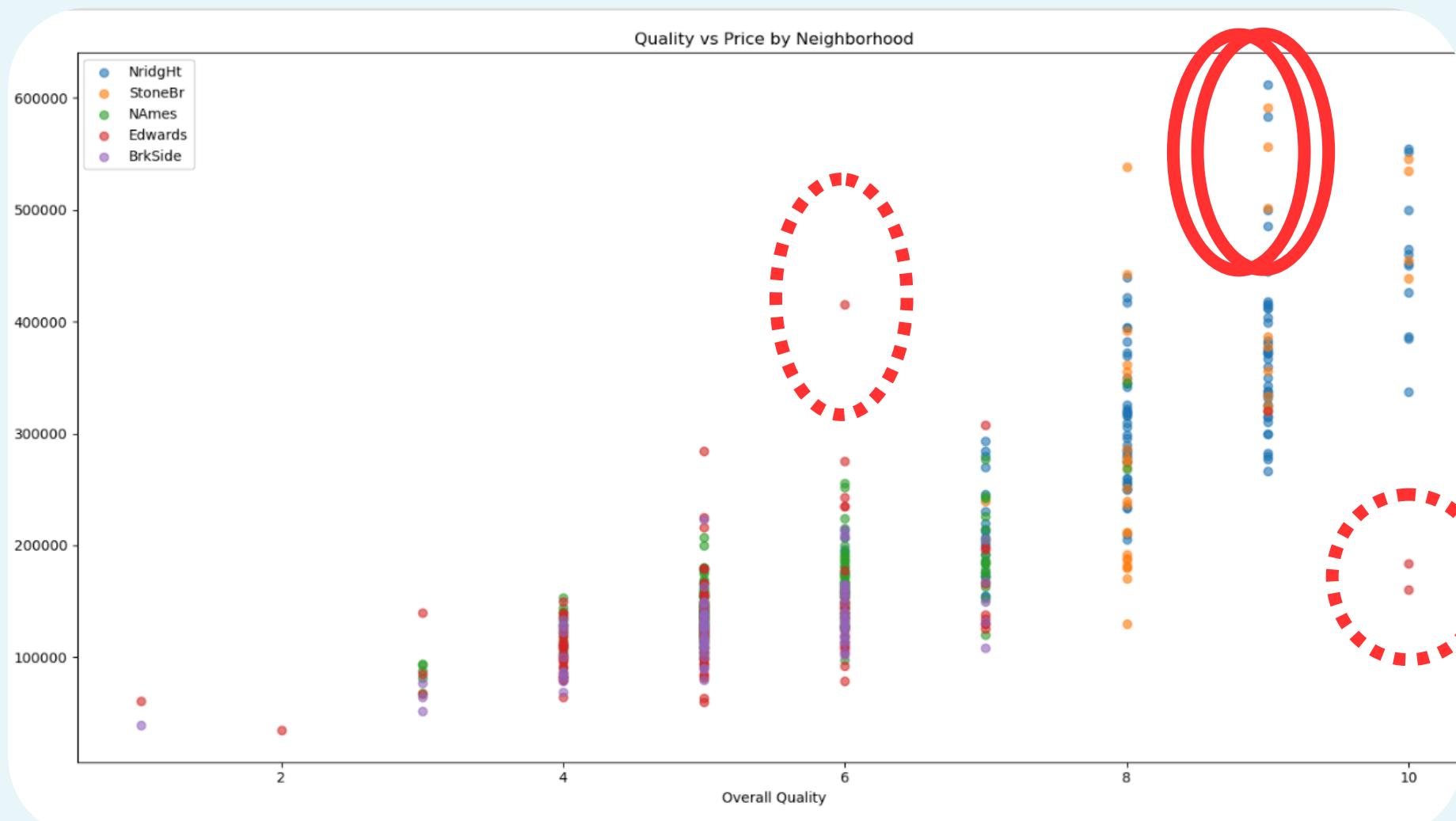
Top 10 Premium Neighborhoods

Different neighborhoods have different pricing.

High-Quality Neighborhood and Price

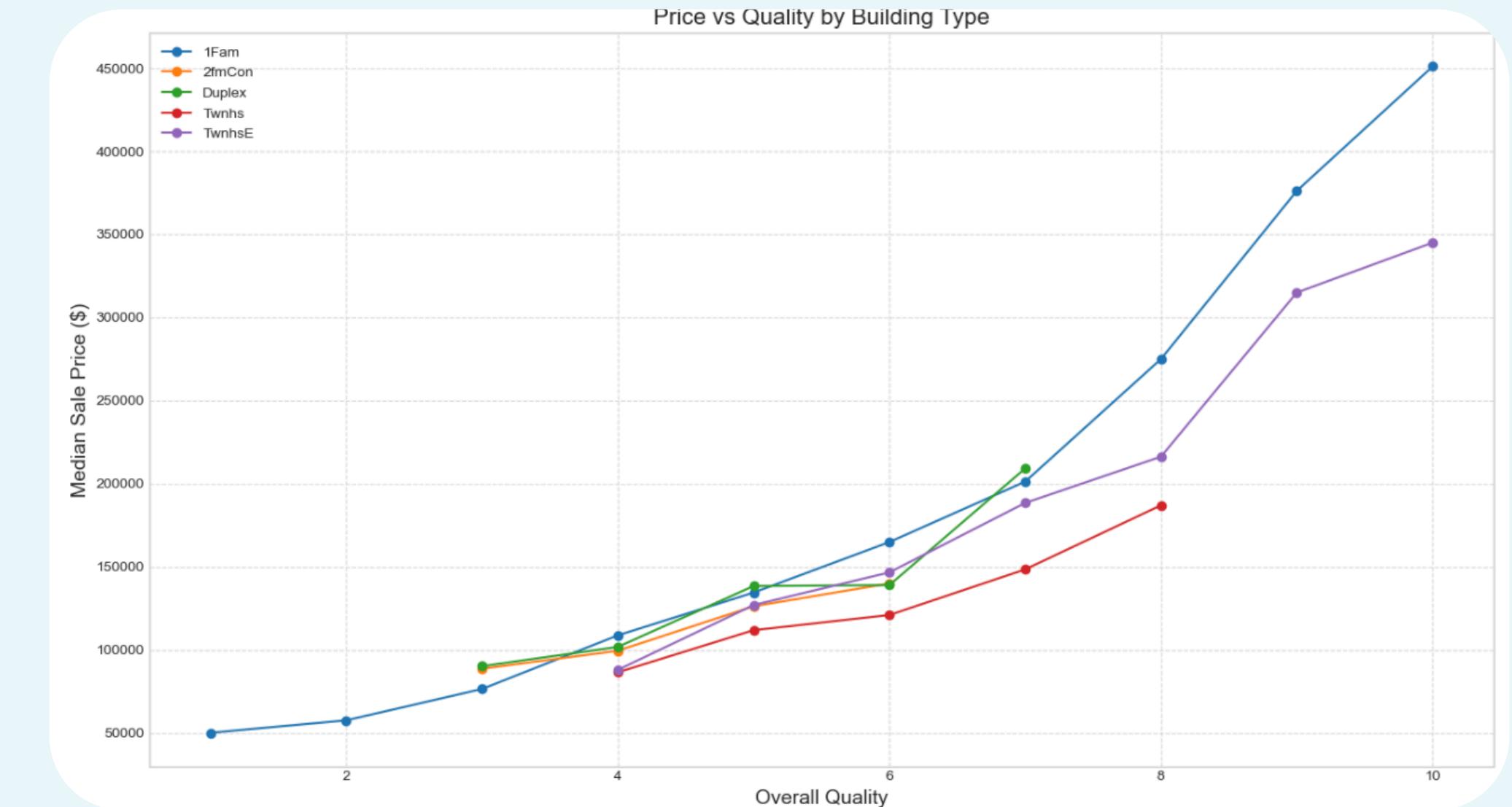


Insights on pricing and investment opportunities available



Single Family Homes with High Quality

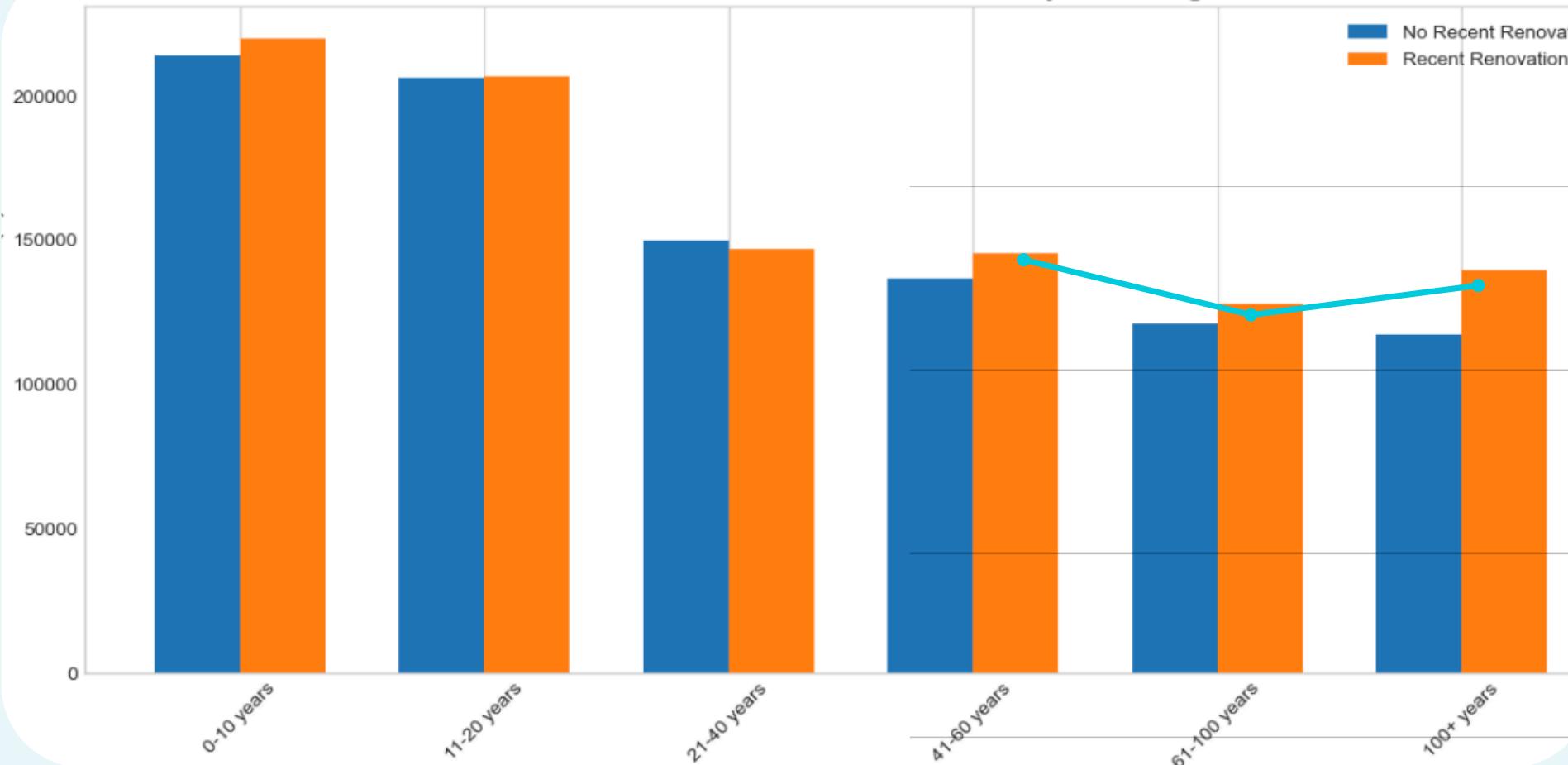
Insights on pricing and investment opportunities available



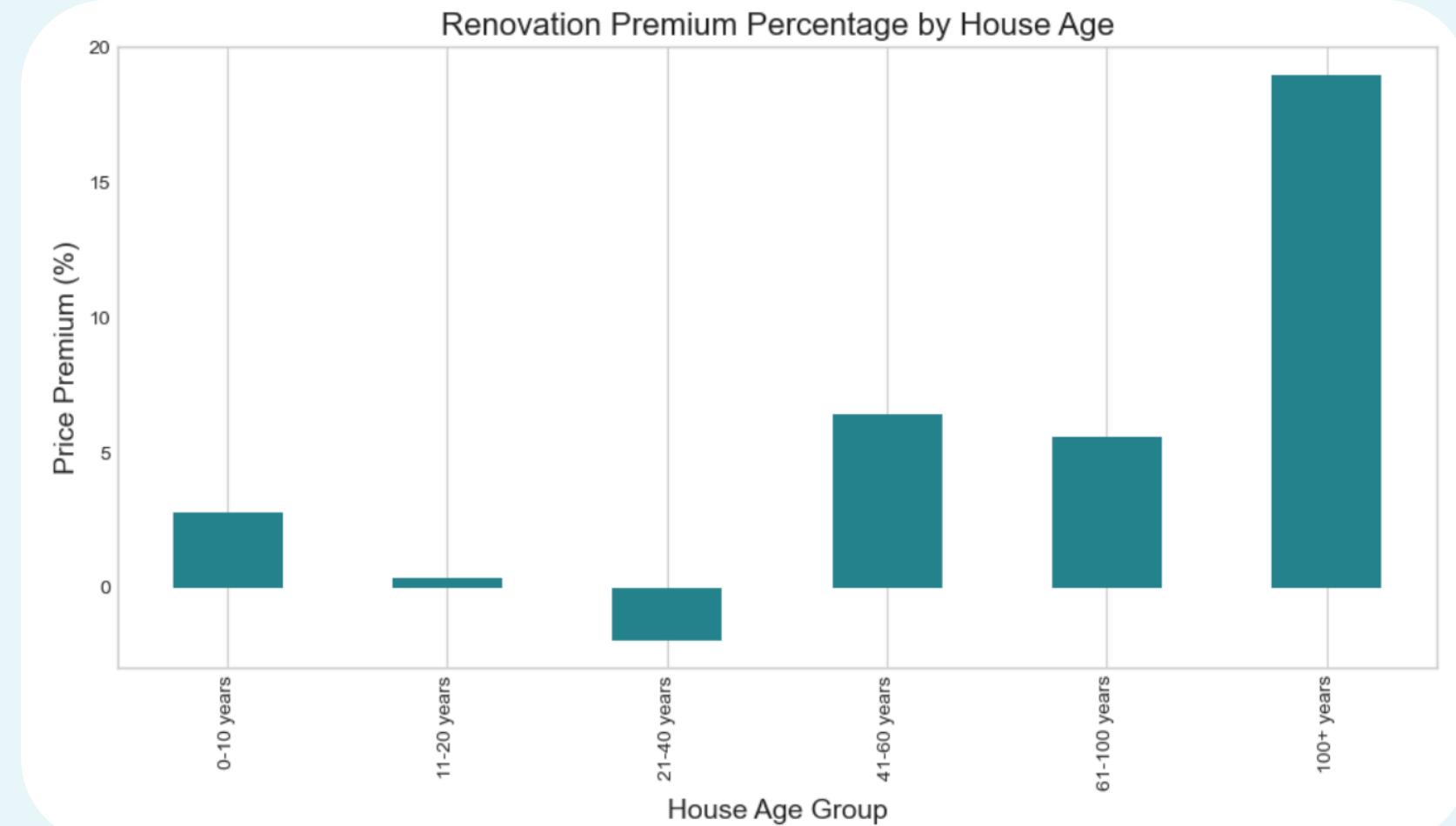
Home Improvements?

Insights on pricing and investment opportunities available

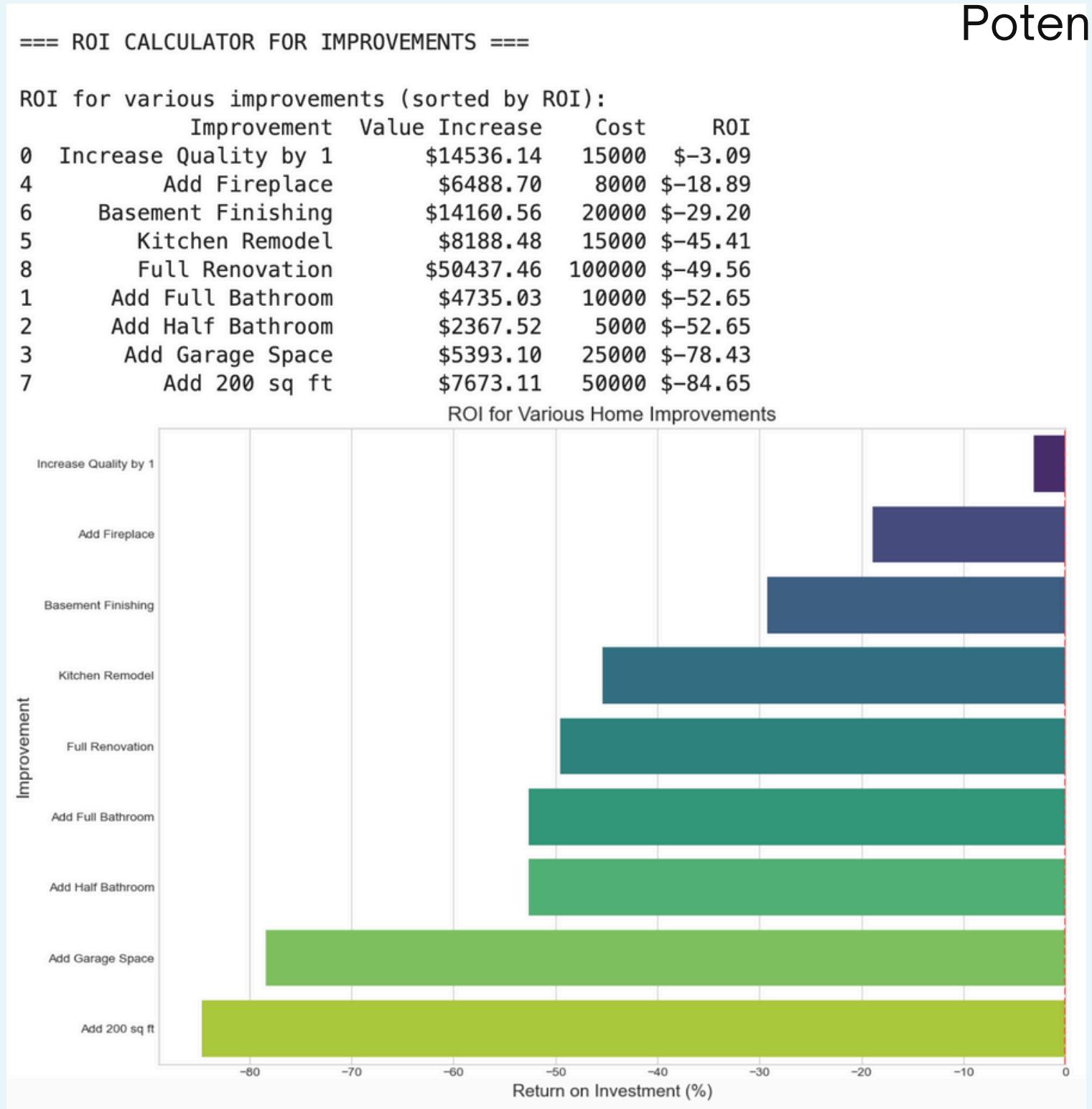
Price Premium for Recent Renovations by House Age



Renovation Premium Percentage by House Age



ROI Calculation



Potential Renovation



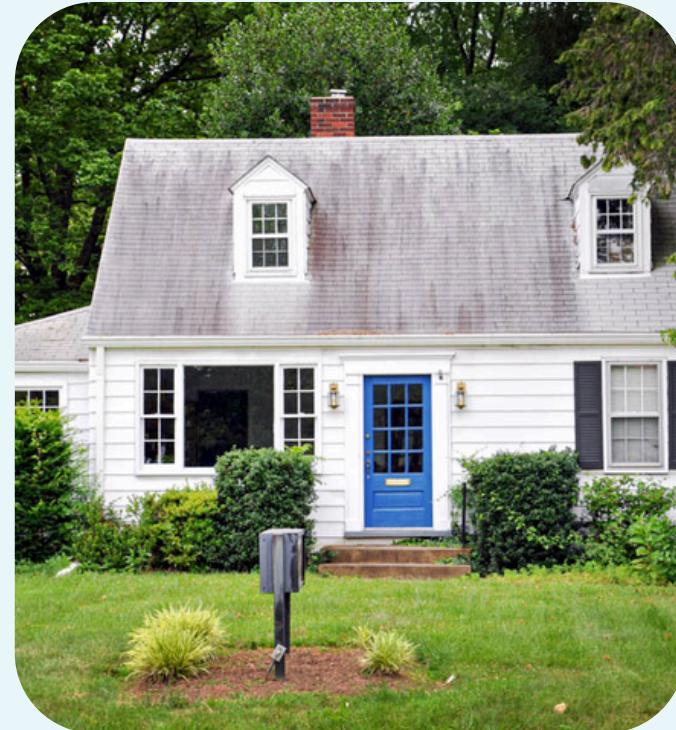
Key Insights for Investors

Properties where modest quality improvements can shift market perception



**Fireplace Add / Garage /
Kitch Ren in Mid-Tier
homes**

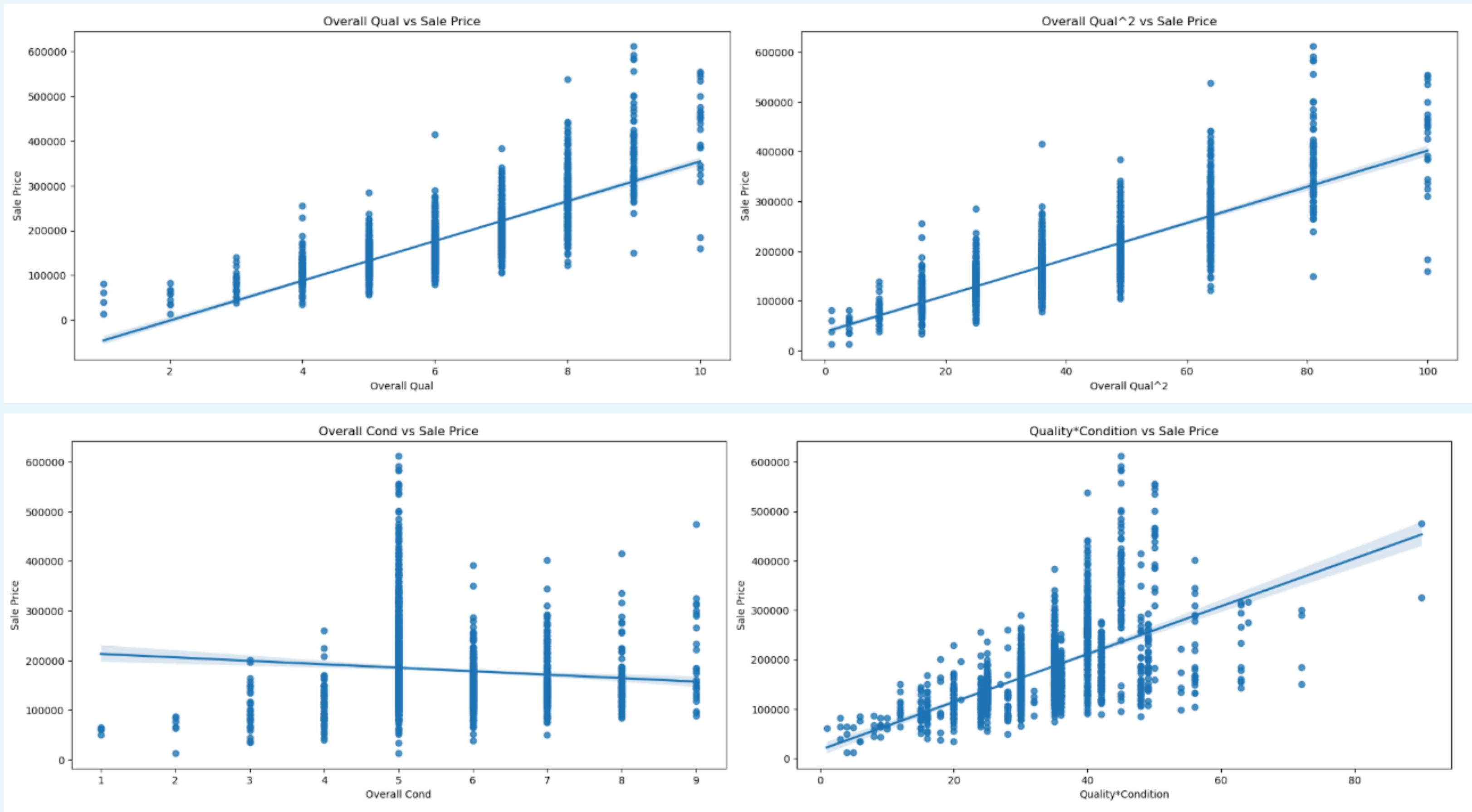
Add a Older properties (41-60) with good bones but outdated features

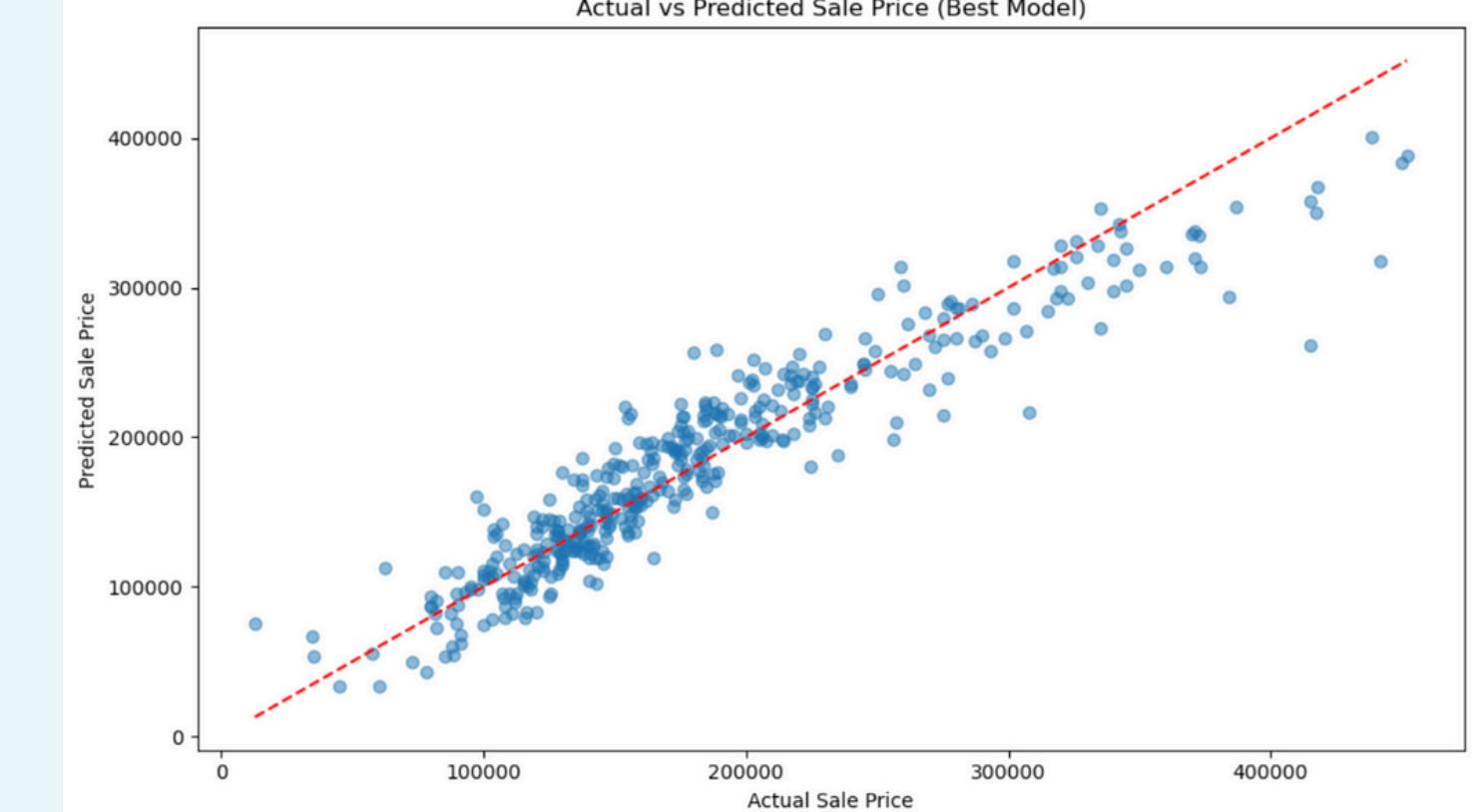
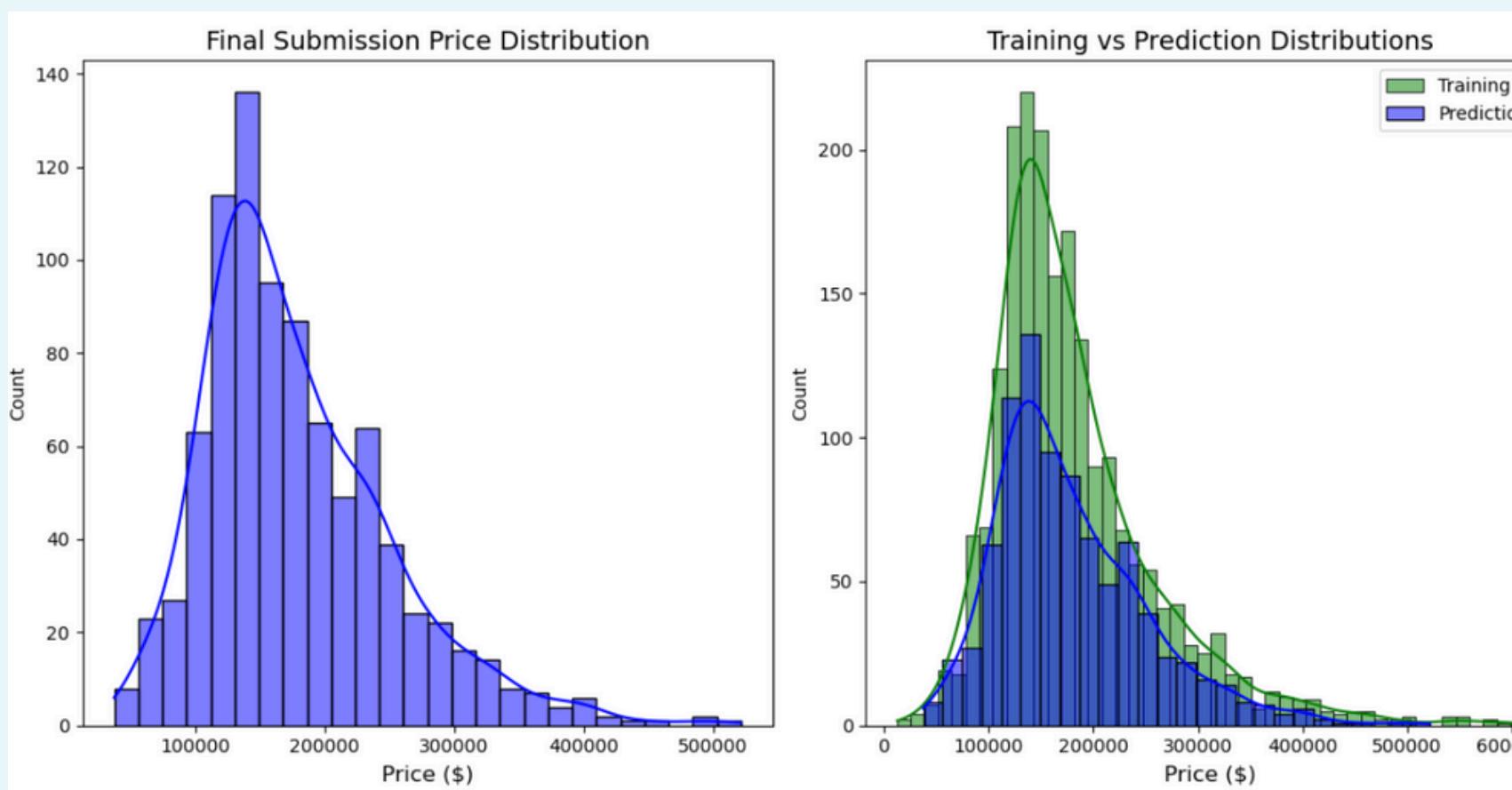
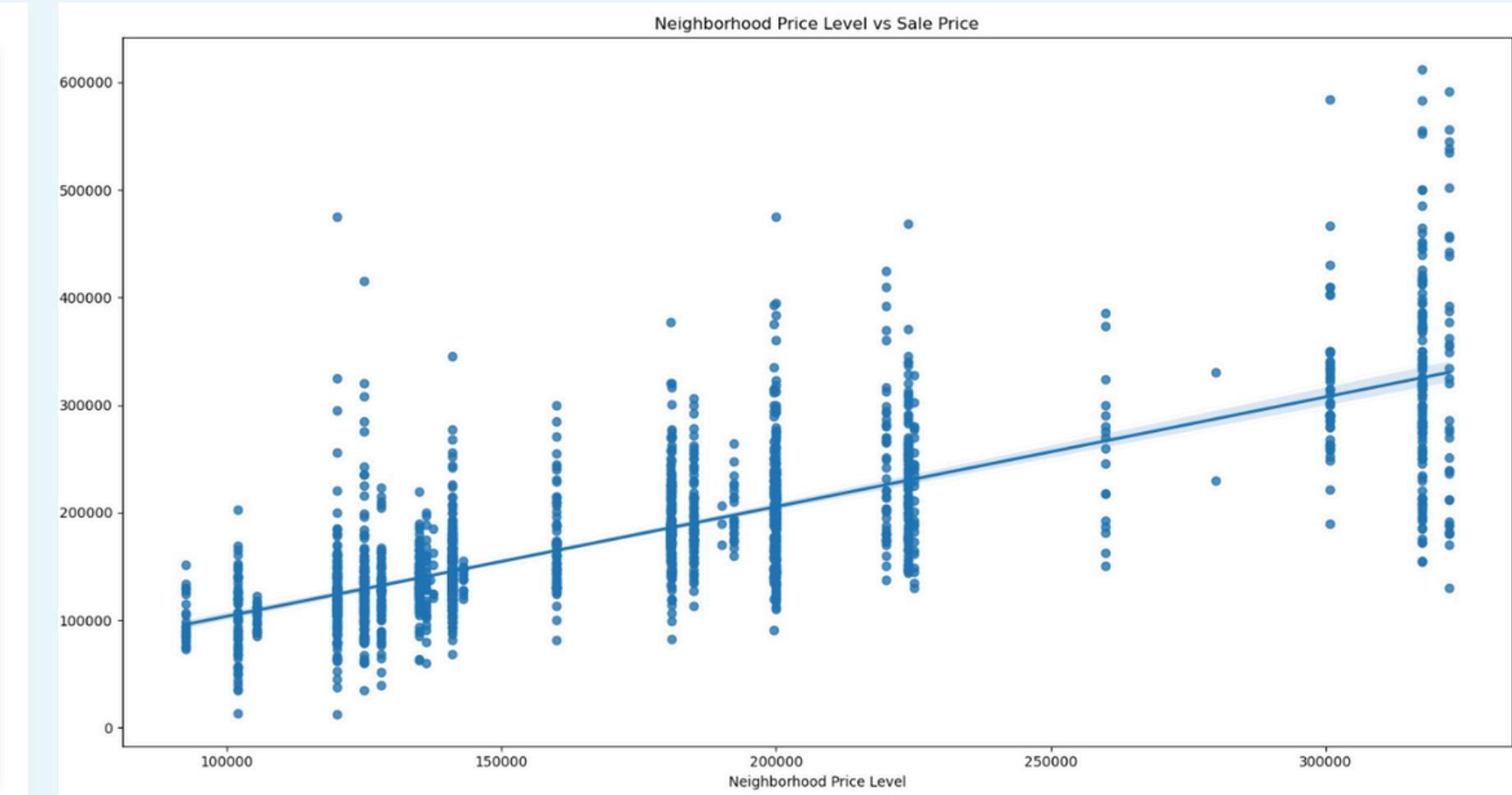
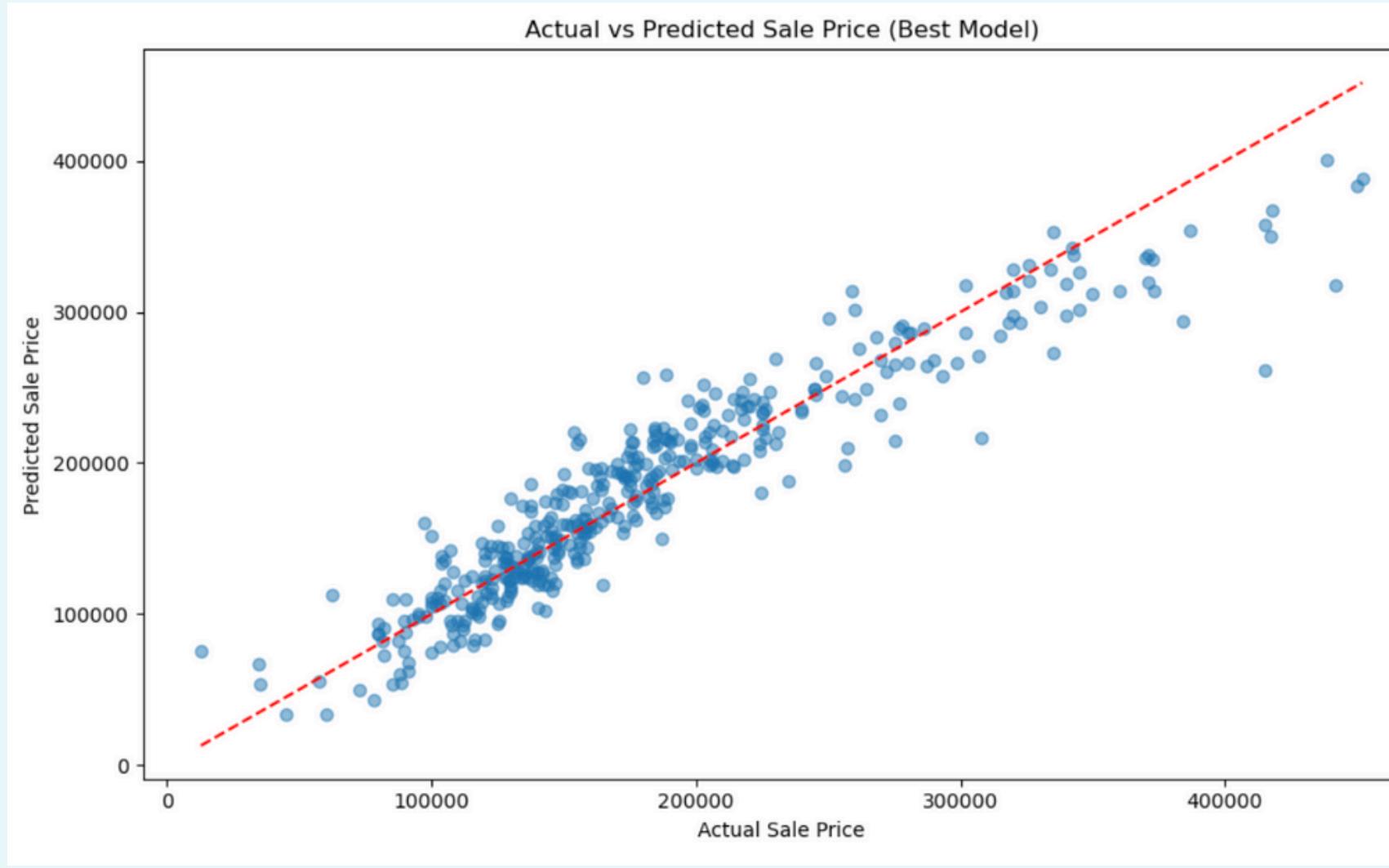


Undervalued properties in neighborhoods with strong price to quality ratios

NrighHt and StoneBr Command the highest prices

**Thank you for
attending!**





RMSE of 27086.47 Approximately on average my model predictor is off by 27086.47

R²: Relative to the baseline my model explains 87.65% of the variability of the data