

# INVESTING IN AMES

Predicting Sale Prices for Future Investments



"AN INVESTMENT IN  
KNOWLEDGE PAYS  
THE BEST INTEREST."

- BENJAMIN  
FRANKLIN



1. Why are we here?

2. What are we trying to do?

3. Modeling

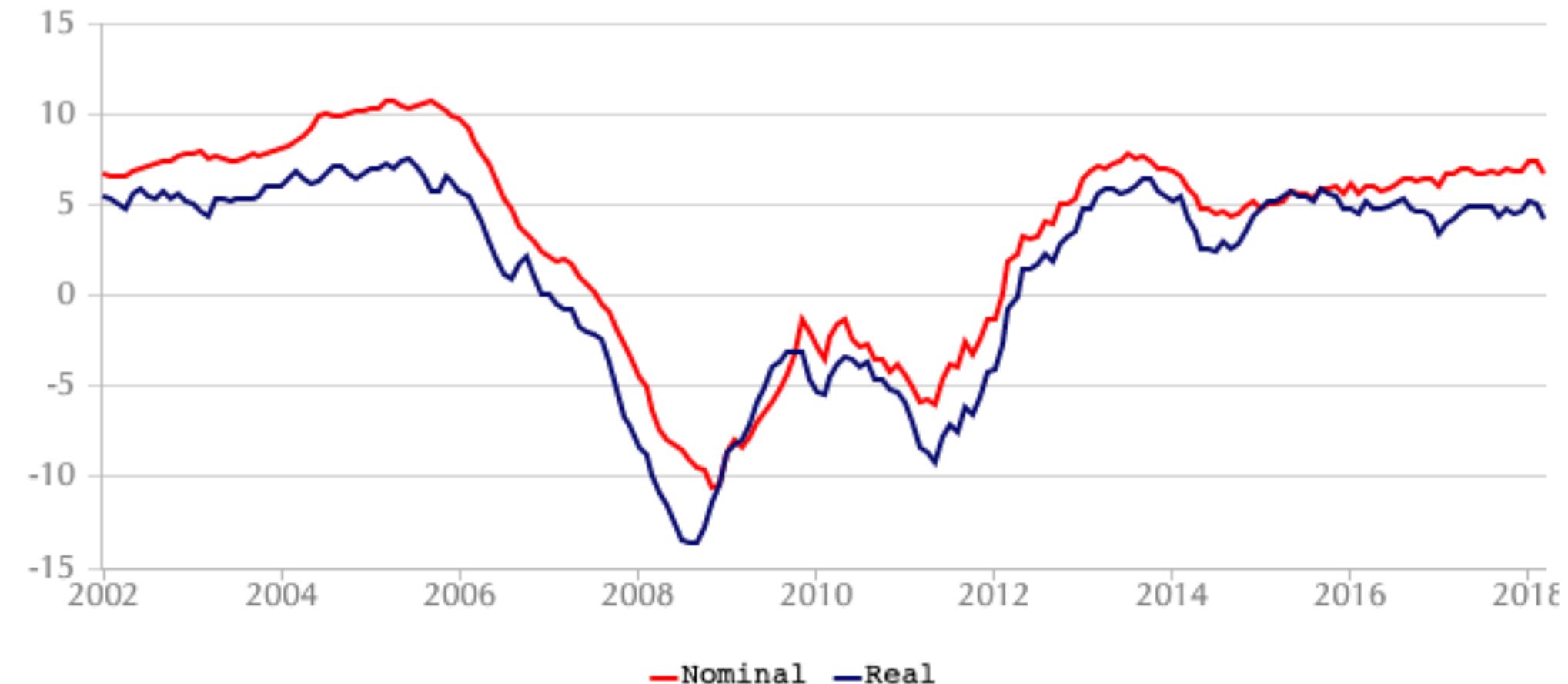
4. Findings

5. Recommendations



WHY ARE WE  
DOING THIS





Source: Federal Housing Finance Agency

**Can we use the information we  
have to predict sales prices?**

# MODELING

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IT DISPLAYS RELATIONSHIPS  
BETWEEN VARIABLES



IT LOOKS AT THOSE  
RELATIONSHIPS AND  
IDENTIFIES TRENDS



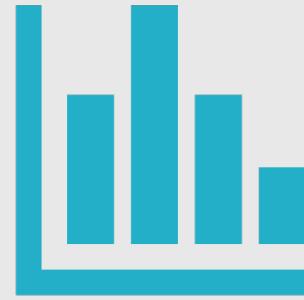
USING THOSE TRENDS, IT  
PREDICTS FUTURE  
MOVEMENT

# MODEL PROCESS





GET THE DATA



Get the data



Garbage in, garbage out



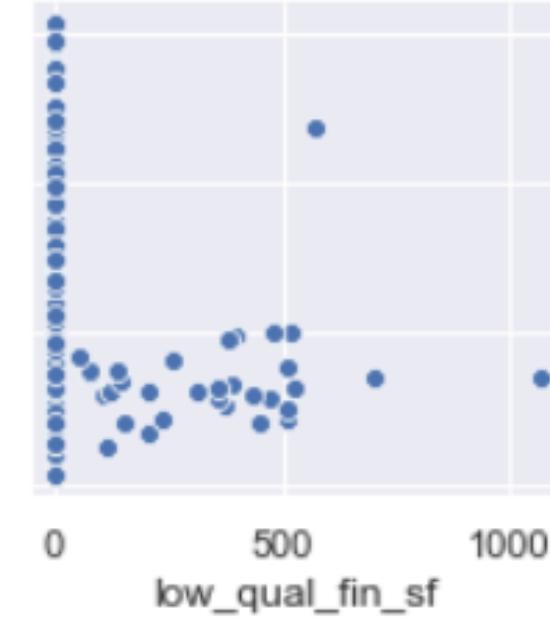
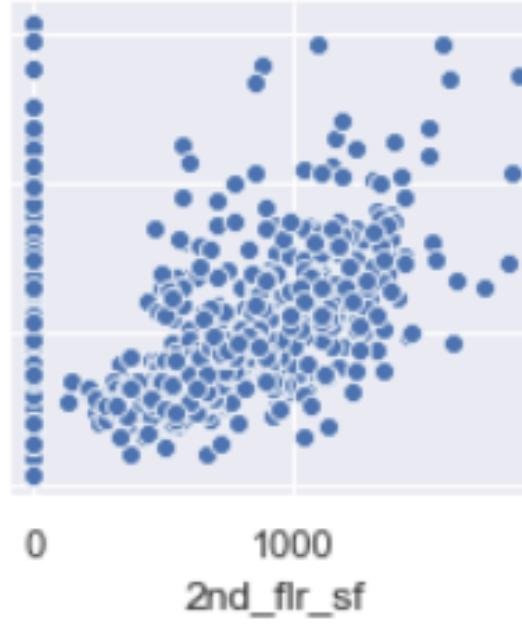
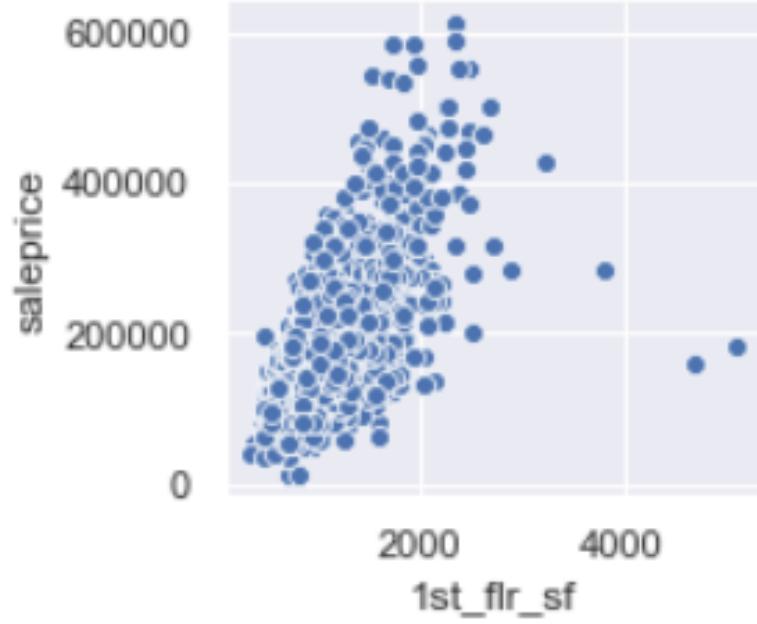
Get the data



Garbage in,  
garbage out



Find connections





GET THE DATA



GARBAGE IN,  
GARBAGE OUT



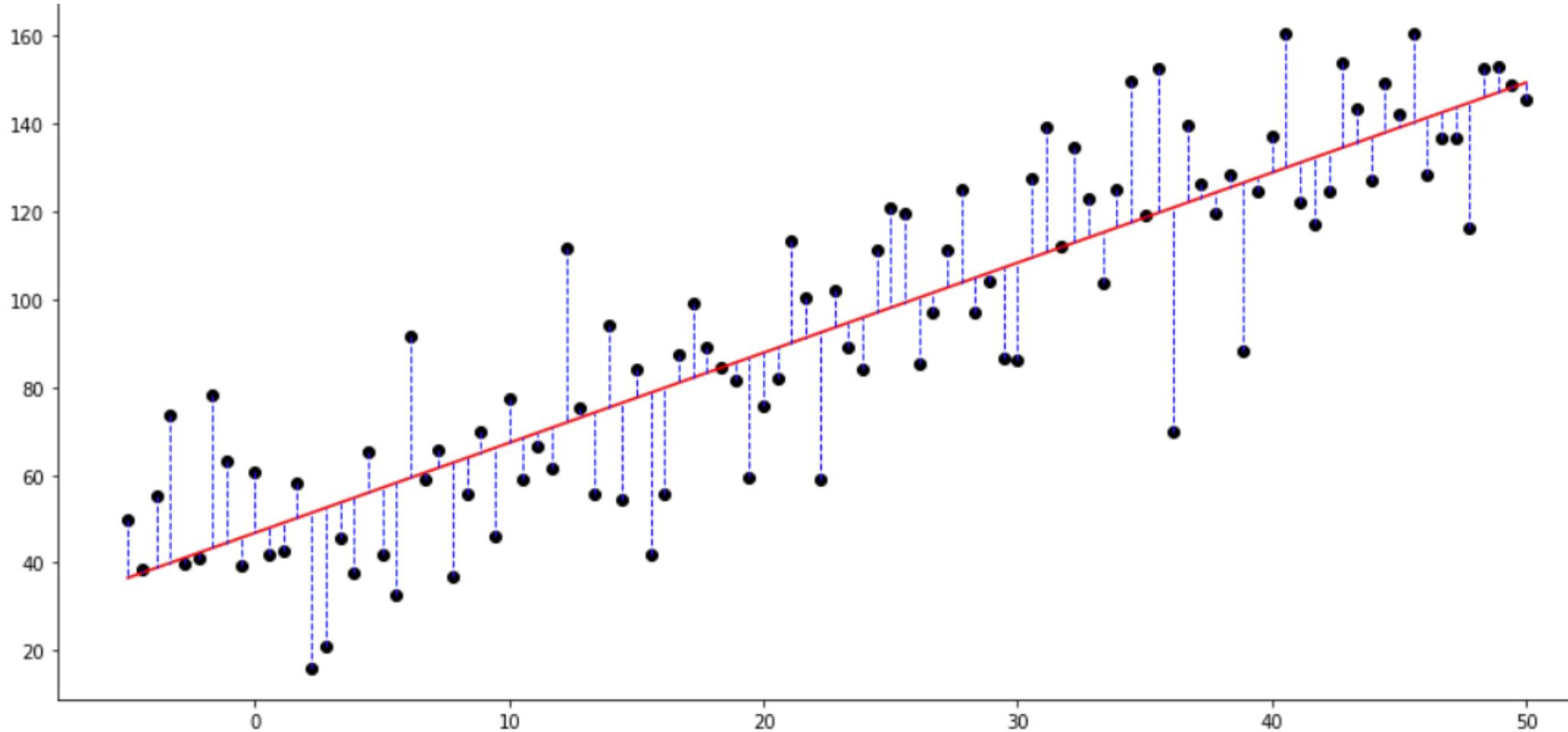
FIND  
CONNECTIONS

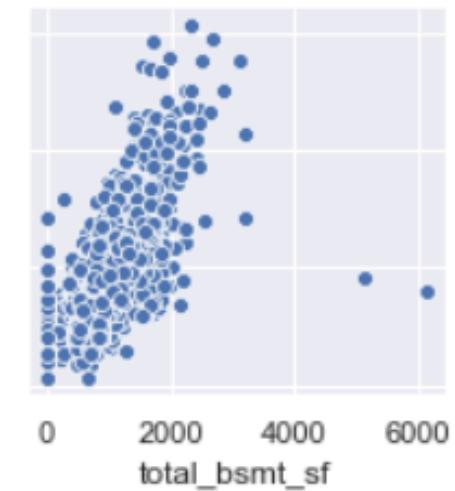
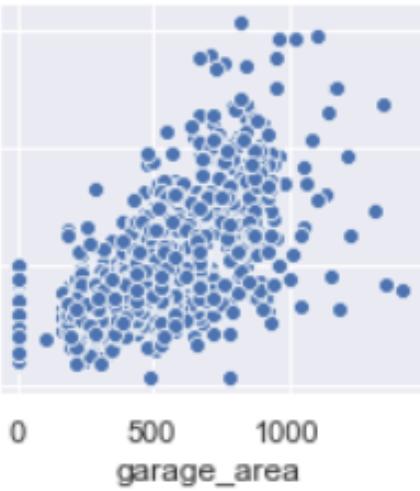
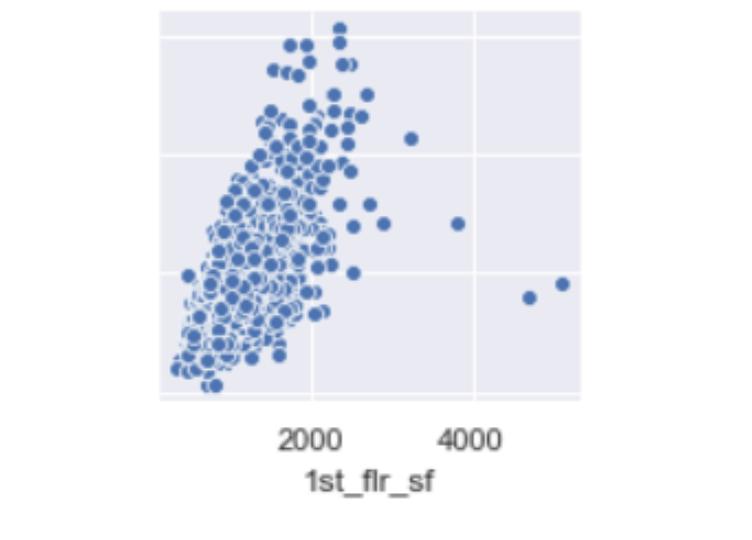
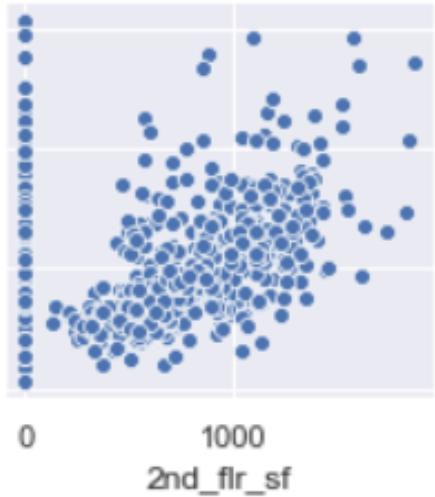


MAKE  
PREDICTIONS

# FINDINGS

1,000





# RECOMMENDATIONS



1. Review predicted prices for square footage
2. If listing < predicted price, BUY

QUESTIONS?

