Predicting House Prices
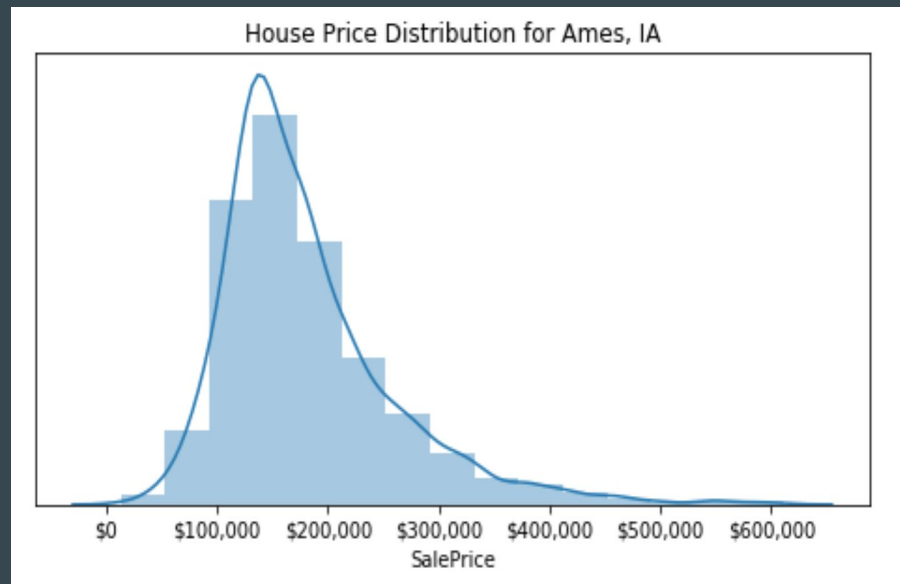# Ames, Iowa

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By Kevin Potter

Problem Overview

- Make better Zestimates

- Raise Customer Satisfaction

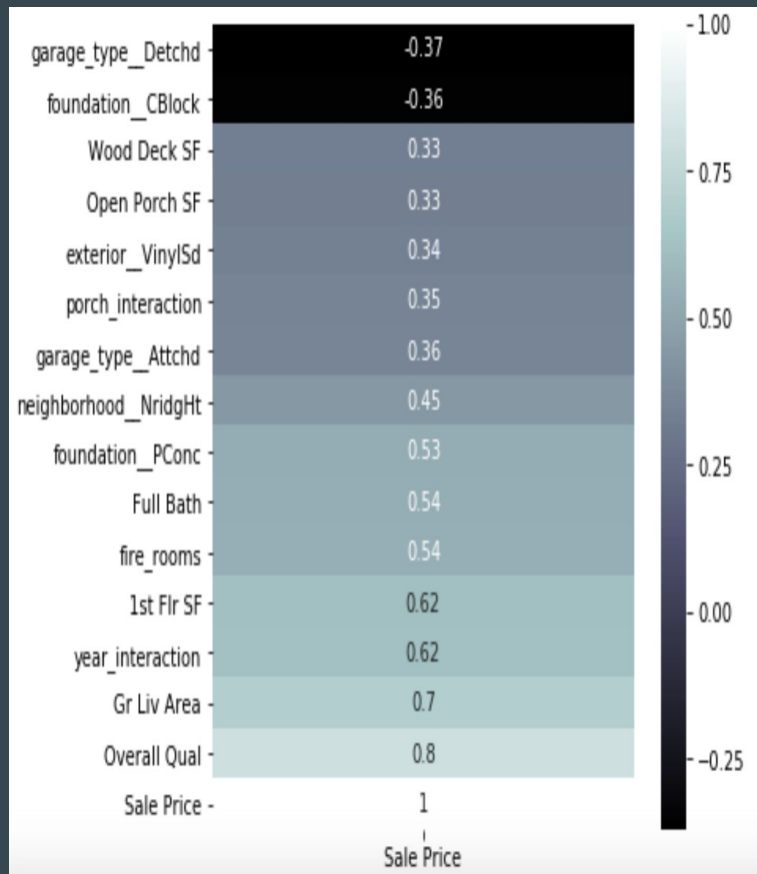- More Revenue

House Price Distribution for Ames, IA

Process

EDA & Feature Selection

➢ Distribution / Value Counts

Feature Engineering

➢ Correlation Mask
➢ Interaction

Model Workflow

Pipeline
- Create a starting model
- Standardize Procedure

Scalers
- Polynomial Features
- Standard Scaler

Model
- Ridge
- Lasso

Scoring Metrics
- Grid Search
- Mean Squared Error / R2

Model Metrics

- Relevant Metrics

- Highest Coefficient Features

- Next Steps

RMSE	31598.71
Train R2	0.85
Test R2	0.85
MedAE	14827.00