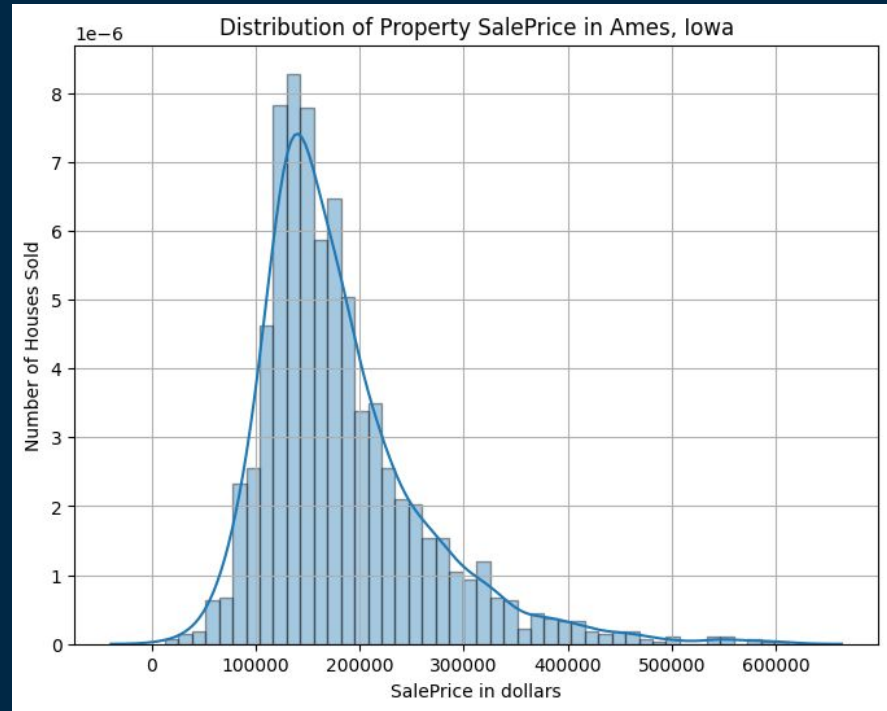


The **VALUE** of a Property

What determines the price of
a house in Ames, Iowa?

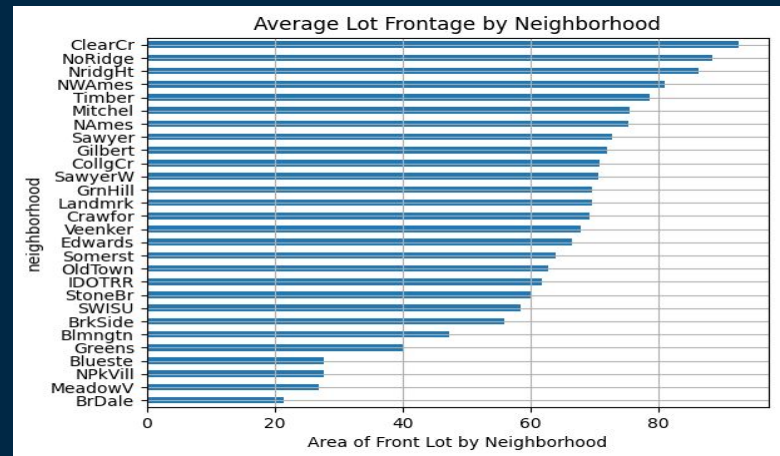
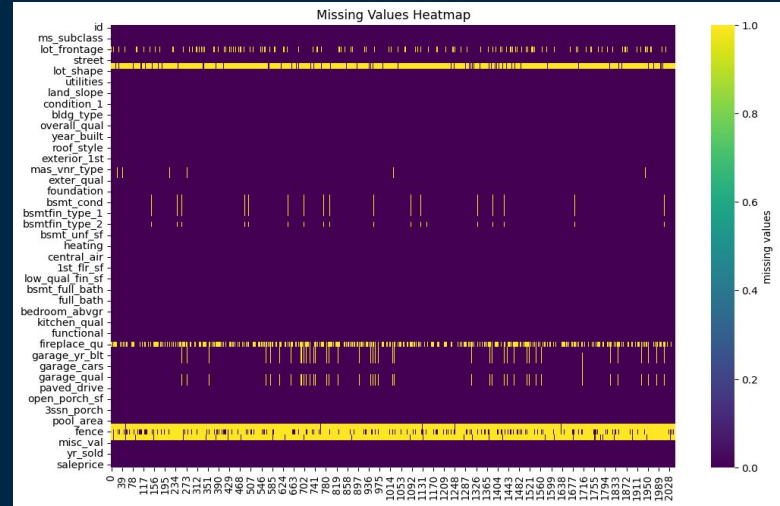
Who Would Be Interested?

- Potential Home Buyers
- Real Estate Agents
- Housing Developers



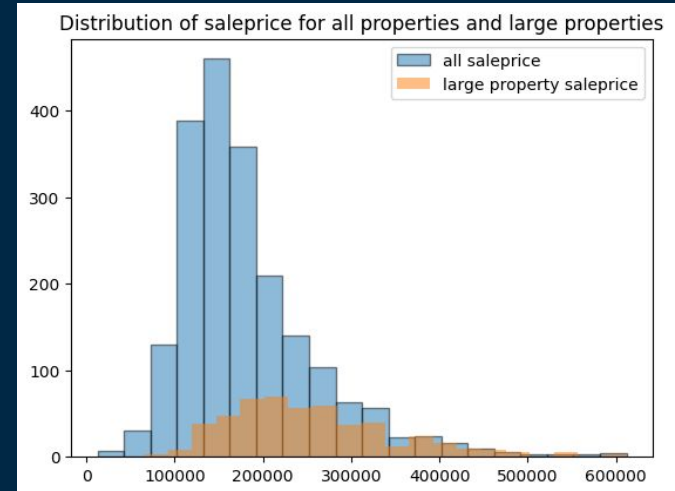
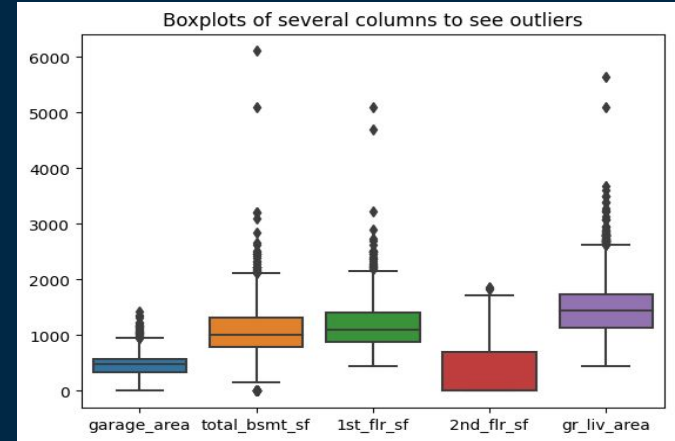
Digging Through the Data

- Data is often messy
- Assumptions must be made
- Factors must be selected
- Lot Frontage by Neighborhood



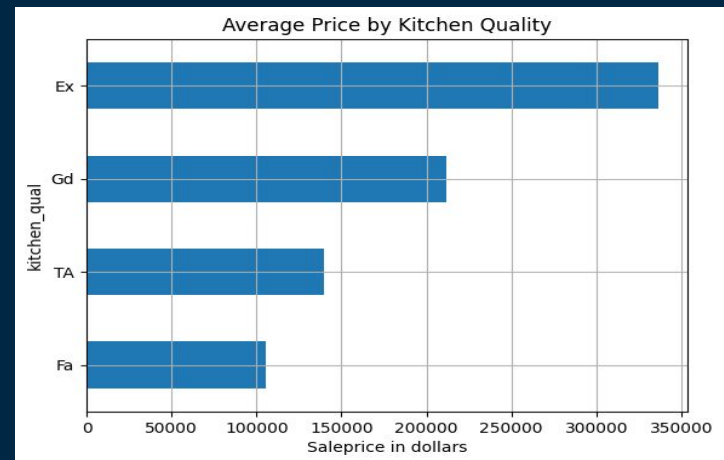
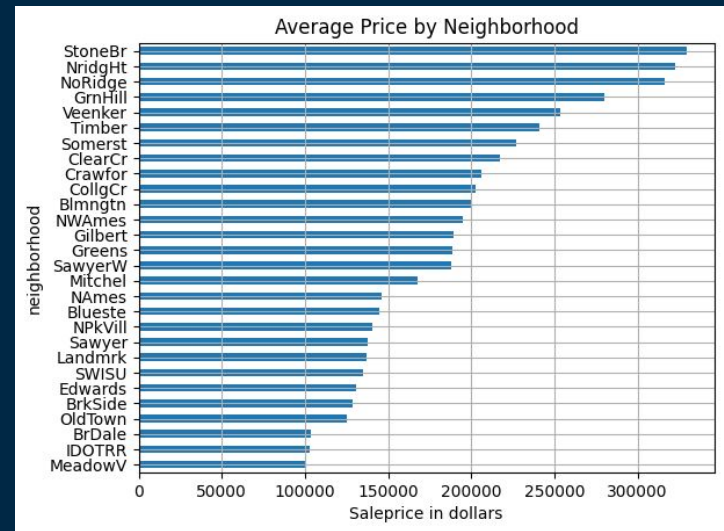
Some Homes Are Big!

- Outliers are important
- Larger houses are worth more
- Large homes must be considered
- About 500 in our initial data



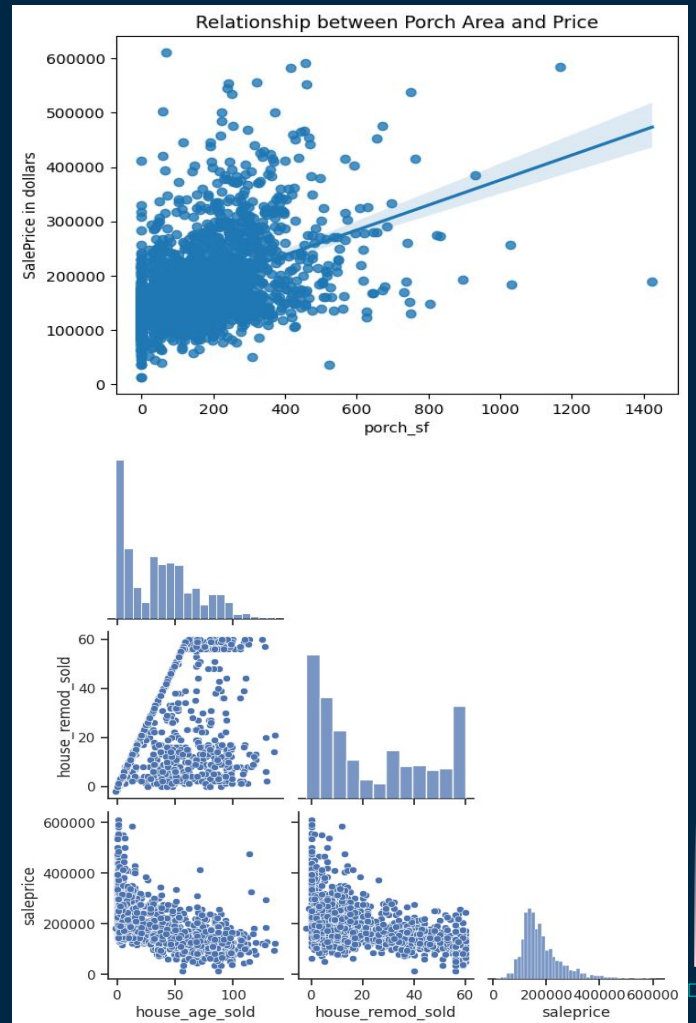
What About Features?

- Categorical Features are important, but difficult
- Neighborhood and Kitchen quality are important
- Others are less so



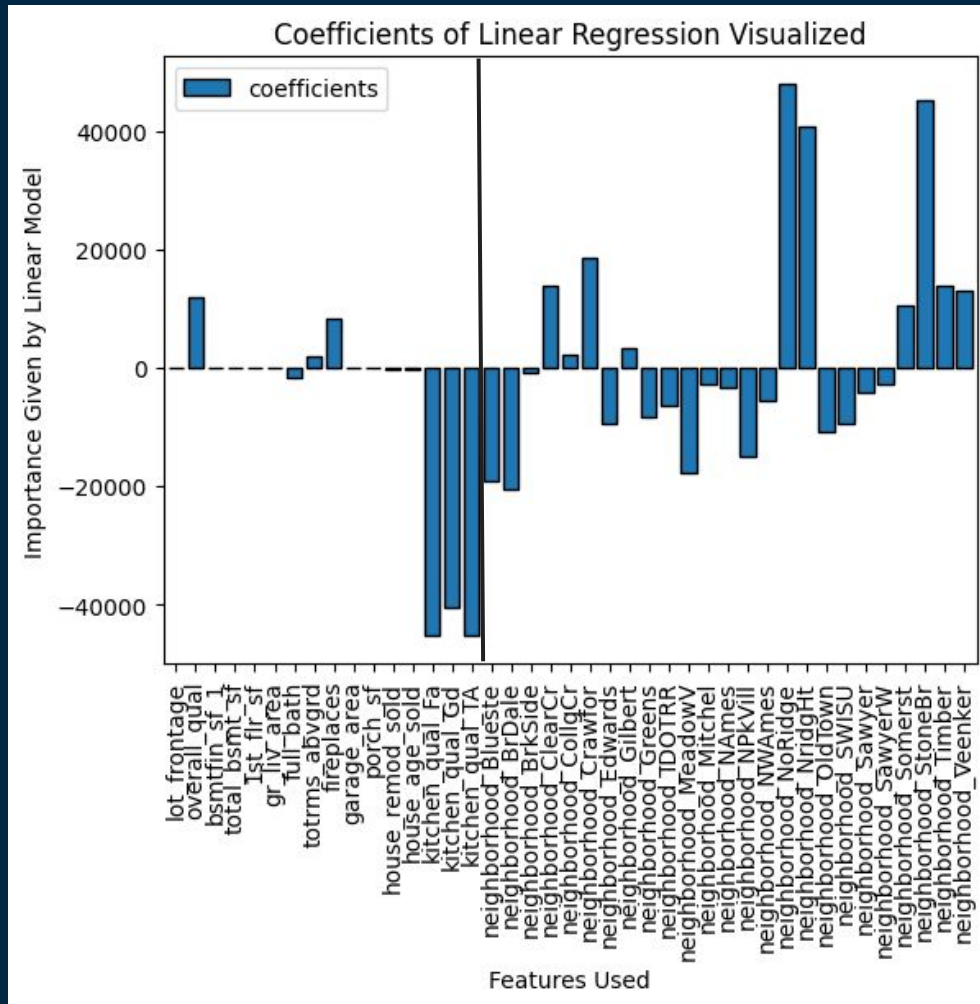
What Can We Combine?

- Multiple features representing some kind of outdoor area
- House age is important, as well as how recently it was remodeled



Time To Model!

- Certain factors were given more weight than others
- Neighborhood was especially informative
- House age strongly negatively affected price



Conclusions

- House age and remodel date were huge! Most people want a newer house
- Location Location Location
- Overall Quality was important
- People like Fireplaces
- More area is better!
- People spend time in kitchens

Thank You For Listening!

Any Questions?

By Mark Sammartino
10/14/22
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