Ames Housing Market

What matters most when it comes to selling a home

Objectives:

- **Primary Factors in Home Value**

- **Model for Predicting Home Value**

Summary of Analysis

Data Intake

Data Processing

Data Analysis

Kaggle Dataset for the Ames Market

Top Correlated Variables

Regularized

Modeled Using Linear Reg.
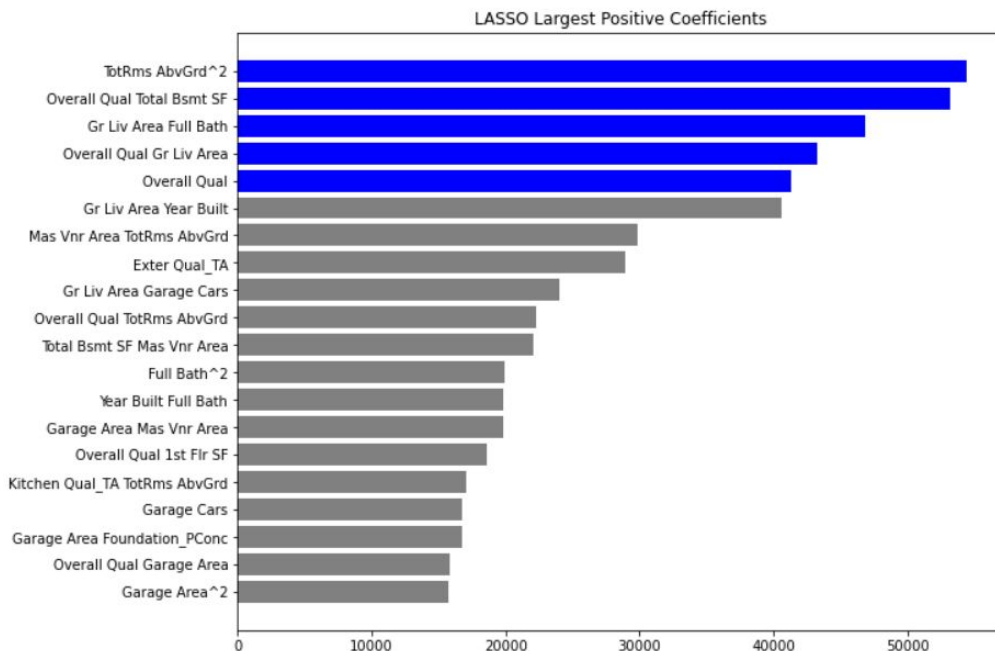
Linear Model Assumptions

R-squared Model Evaluation
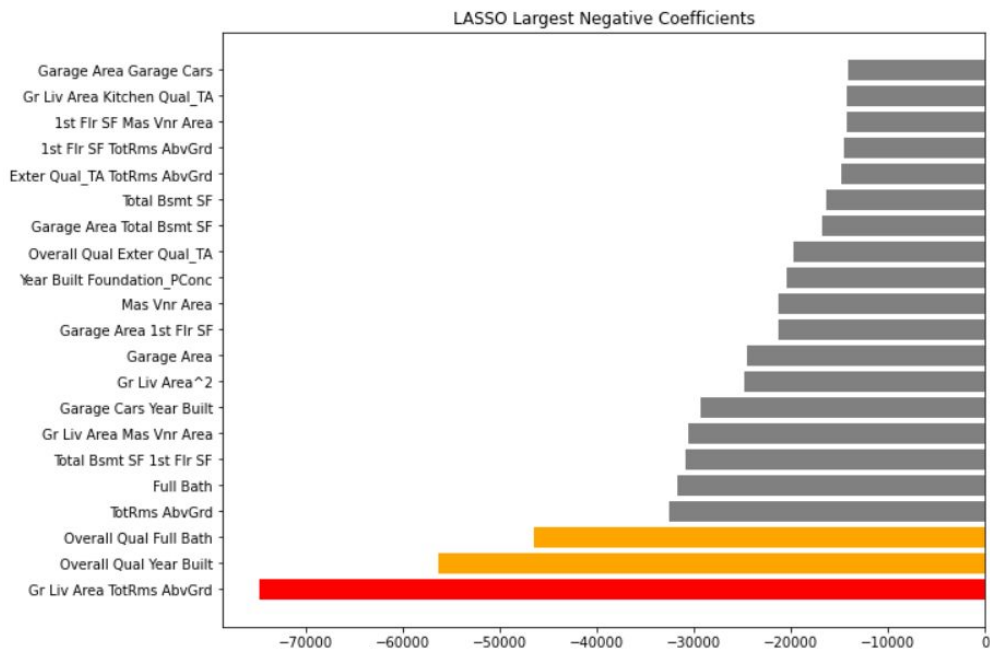
84% of variance accounted for by the model

Dominant Factors

LASSO Largest Positive Coefficients

Top 5 include either Above Ground Living Area, or the Overall Home Quality rating

Dominant Factors

LASSO Largest Negative Coefficients

Somehow...

This certainly makes sense, however.

Recommendations:

- **Clients Should Know: Quality of Home is Key**

- **Next Steps: Refine Model**