

REGRESSION MODELLING

FOR HOUSE SALES



Zillow Inc has just received a new Branch manager for its North Western Market. The new branch manager is a believer in using data science and analytics to help better customers' experiences, and so he has reached out to our Data Analytics Consultancy firm, **ABC Data Analytics** to help find a way to help Home owners buy/sell their homes.

Regression Analysis Project Overview

- Data Understanding
- Exploratory Analysis
- Analysis Methods
- Model Interpretation
- Conclusions

DATA UNDERSTANDING

Where is the data From?

What does it include?

Will it be able to answer our questions?





EXPLORATORY DATA ANALYSIS

- Data Overview
- Missing Values
- Features Datatypes
- Outliers

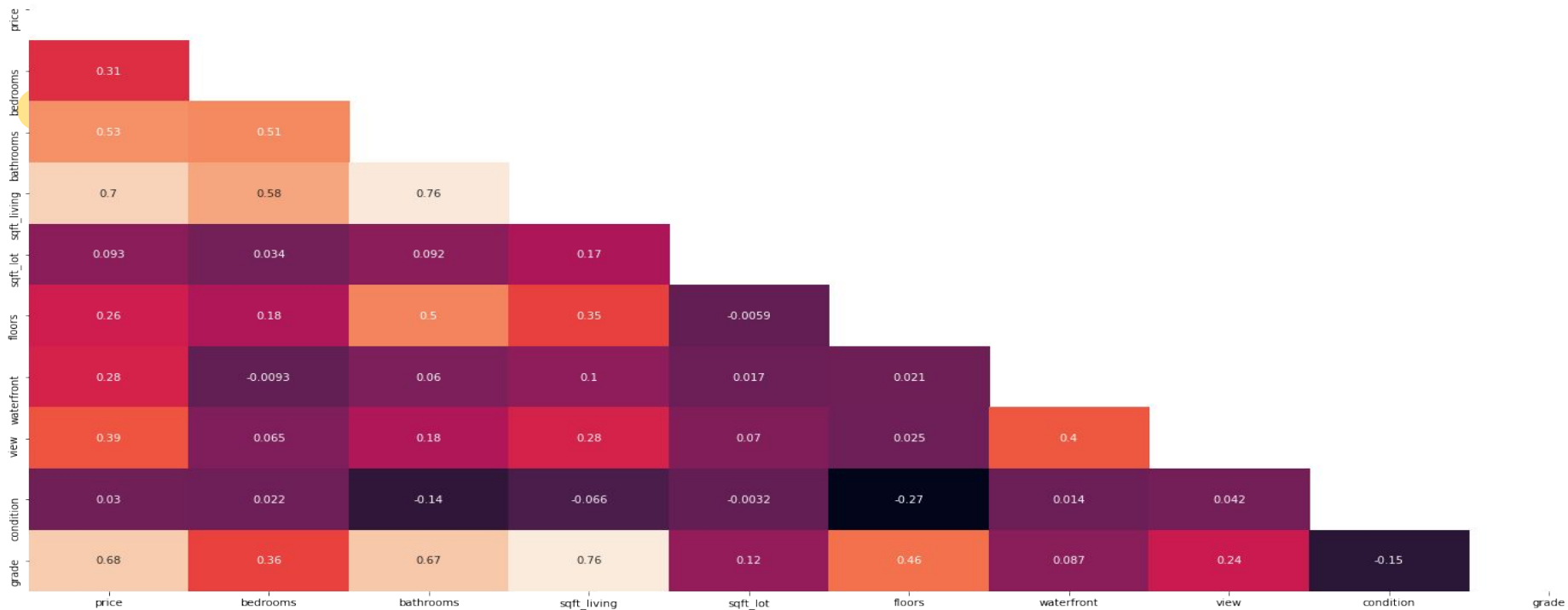
ANALYSIS METHODS



- Base Model
- Recursing for best model

Model iterations are developed by methodically improving from prior models.

Heatmap of Correlation Between Attributes (Including Target)



-0.2

0.0

0.2

0.4

0.6

Correlation

1. Final Model Feature Combination
2. Model Interpretation
3. Regression Assumptions
 - Linearity
 - Homoscedasticity
 - Independence
 - Normality

Conclusions

