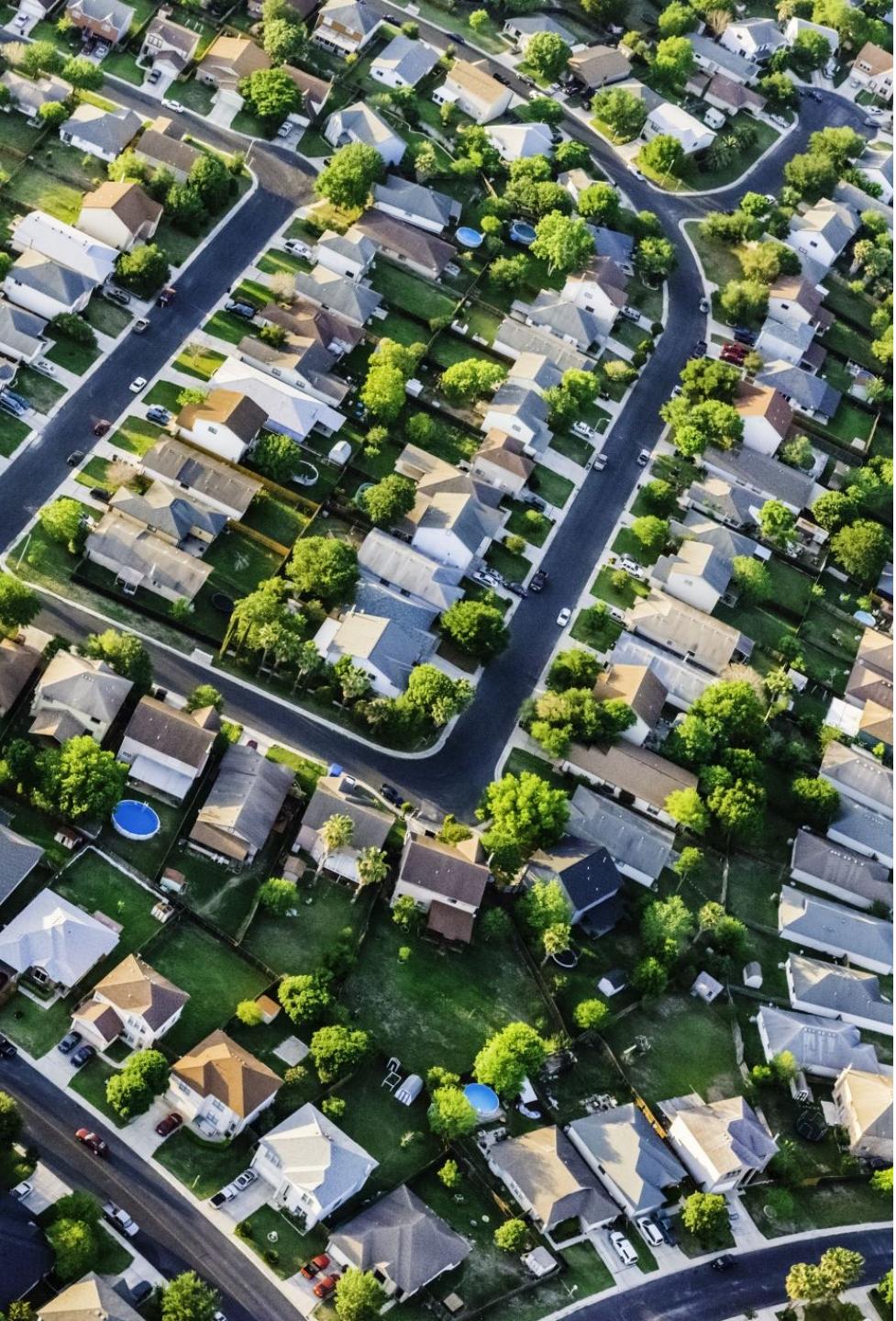
The background of the image features four small, white, three-dimensional paper houses with red roofs, arranged in a staggered line from left to right. They are placed on a dark brown, horizontally-grained wooden surface. The lighting creates soft shadows on the wood, emphasizing its texture.

Ames Housing Data

By David Castillo



The Problem Statement

As a data scientist working for real estate company, how can we optimize predicting pricing outcomes for homeowners looking to sell? Whether it's the homeowner pricing too high, leading their homes unsellable even in good markets or homeowners not maximizing the profits by listing the prices too low. We can optimize the predictions through feature engineering and linear regression so that we can have an R² score that exceeds a baseline model. We can also gain insights how these features contribute to pricing as well.



Research

Determining the best asking price is one of the most import aspects of selling a home.

If you list the price of the home way above market value, you will miss out on prospective buyers(trulia.com).

Feature Engineering

- Look at correlation for relevant features and whittle down.
- Features such as number of fireplaces, 40% of home buyers are willing to cough up an extra 1400 dollars for one(Weigley, S.,2013).
- Another example of this is central air conditioning, "with nearly seven in 10 homeowners willing to pay extra"(Weigley, S., 2013).
- Does the data set match what the articles state?





The right model

R2 Score

RMSE

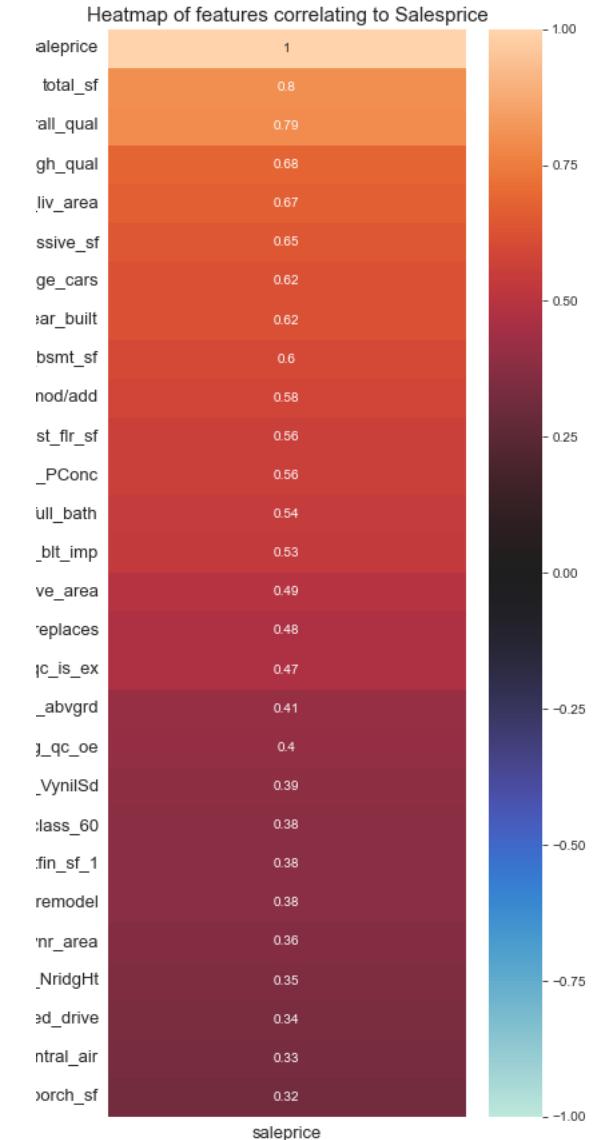
Adjusted R2

Coefficients

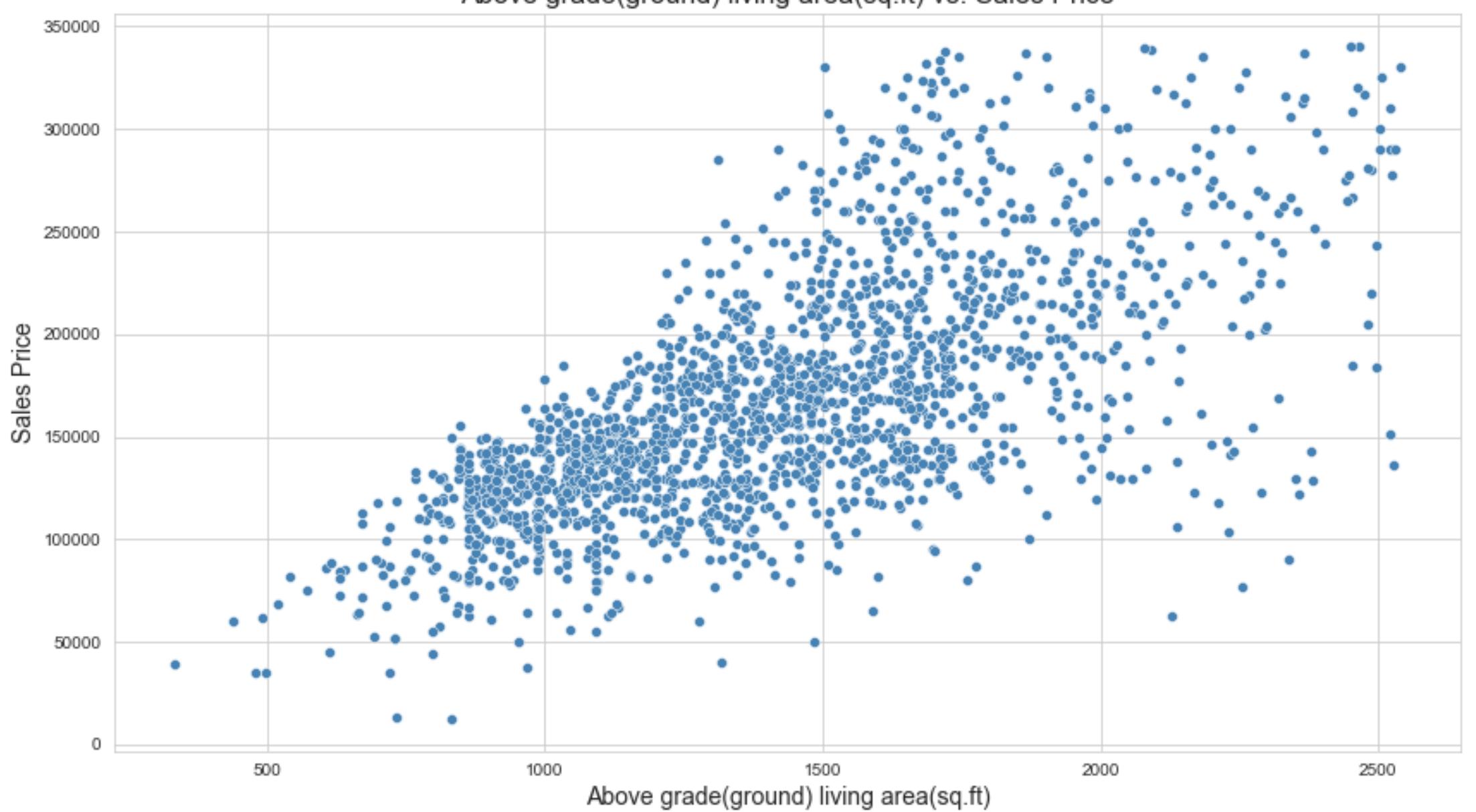
Bias-Variance Tradeoff

Top Features

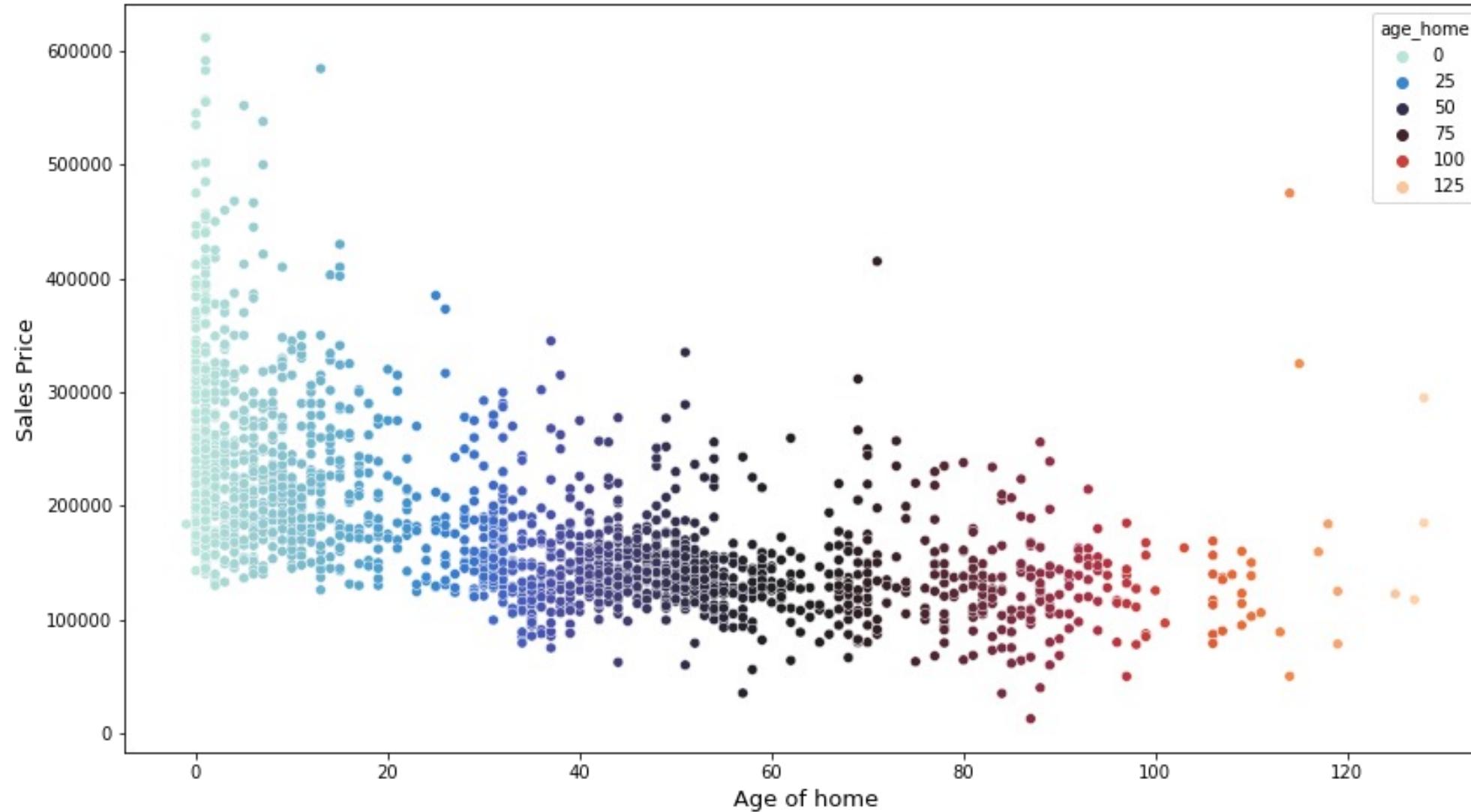
- Total Square footage
- Overall Quality
- High Quality
- Above Grade Living Area
- Massive Square Footage
- Garage Cars
- Year Built



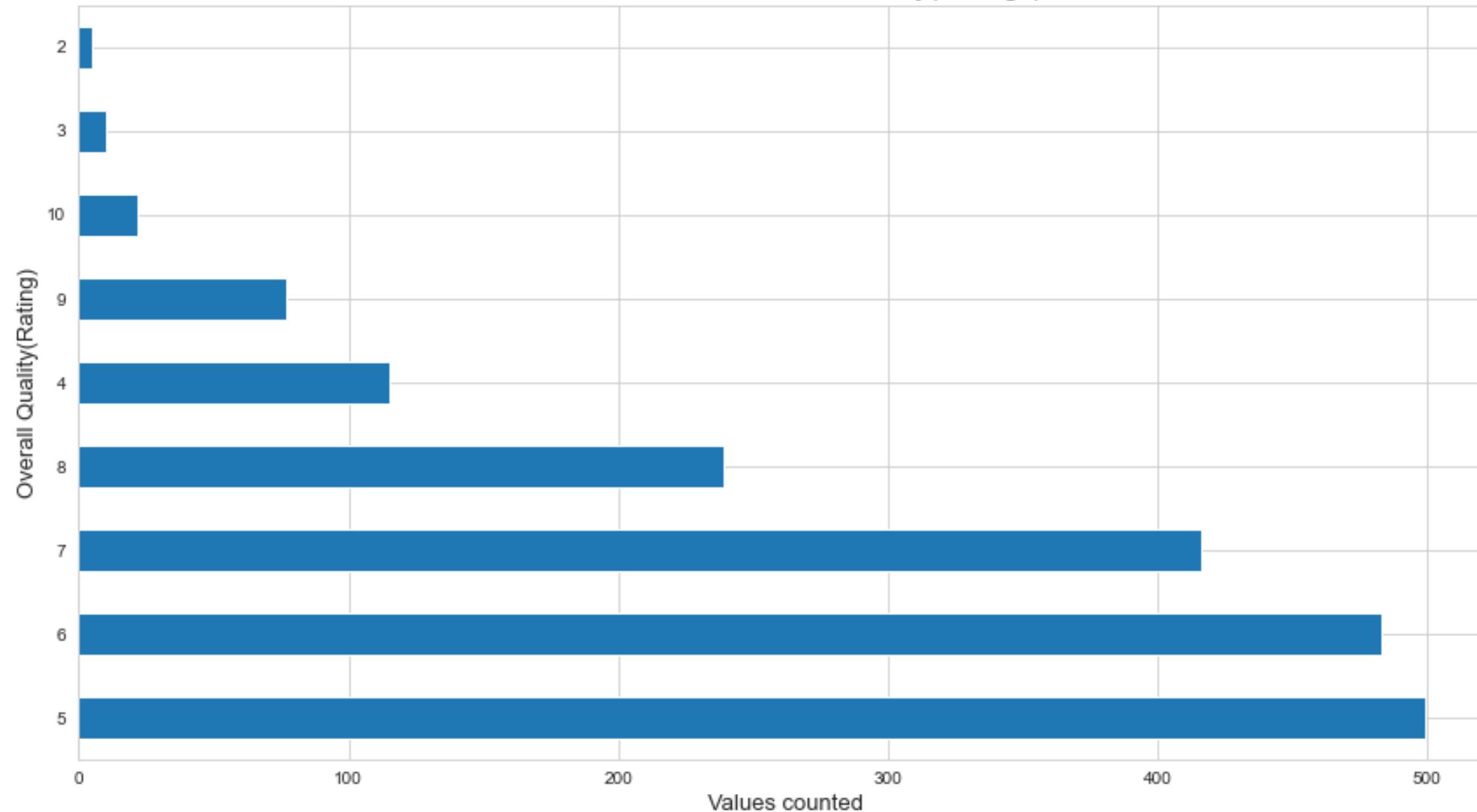
Above grade(ground) living area(sq.ft) vs. Sales Price

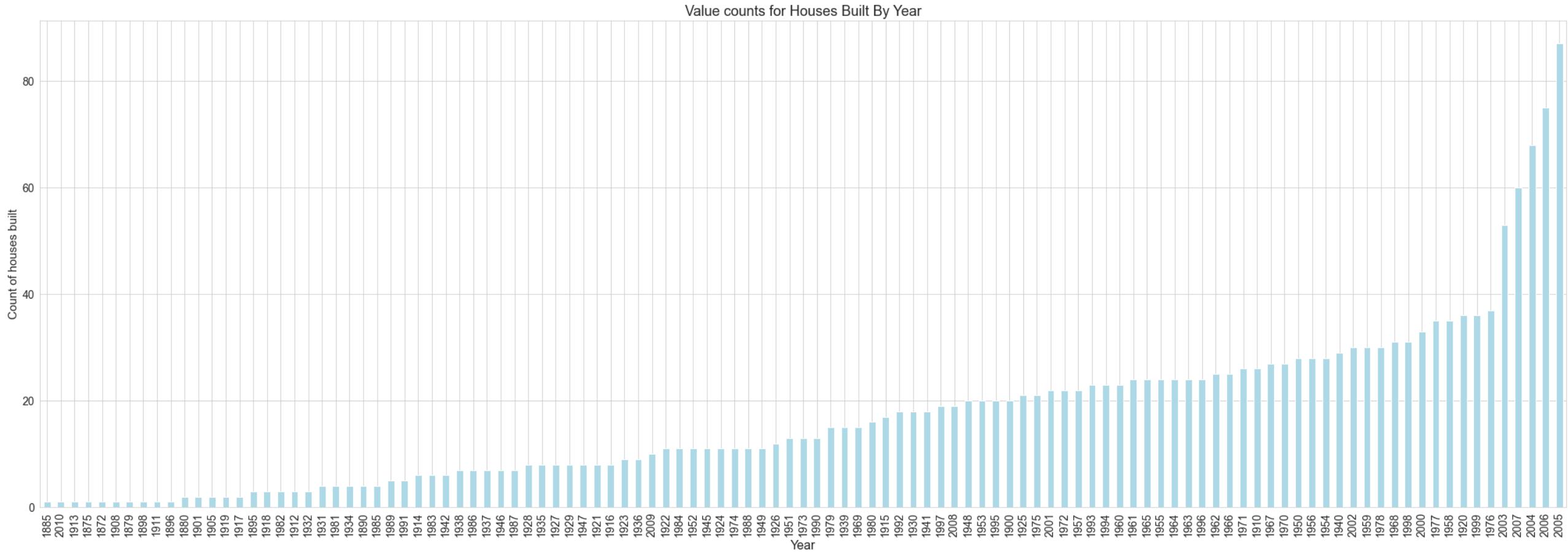


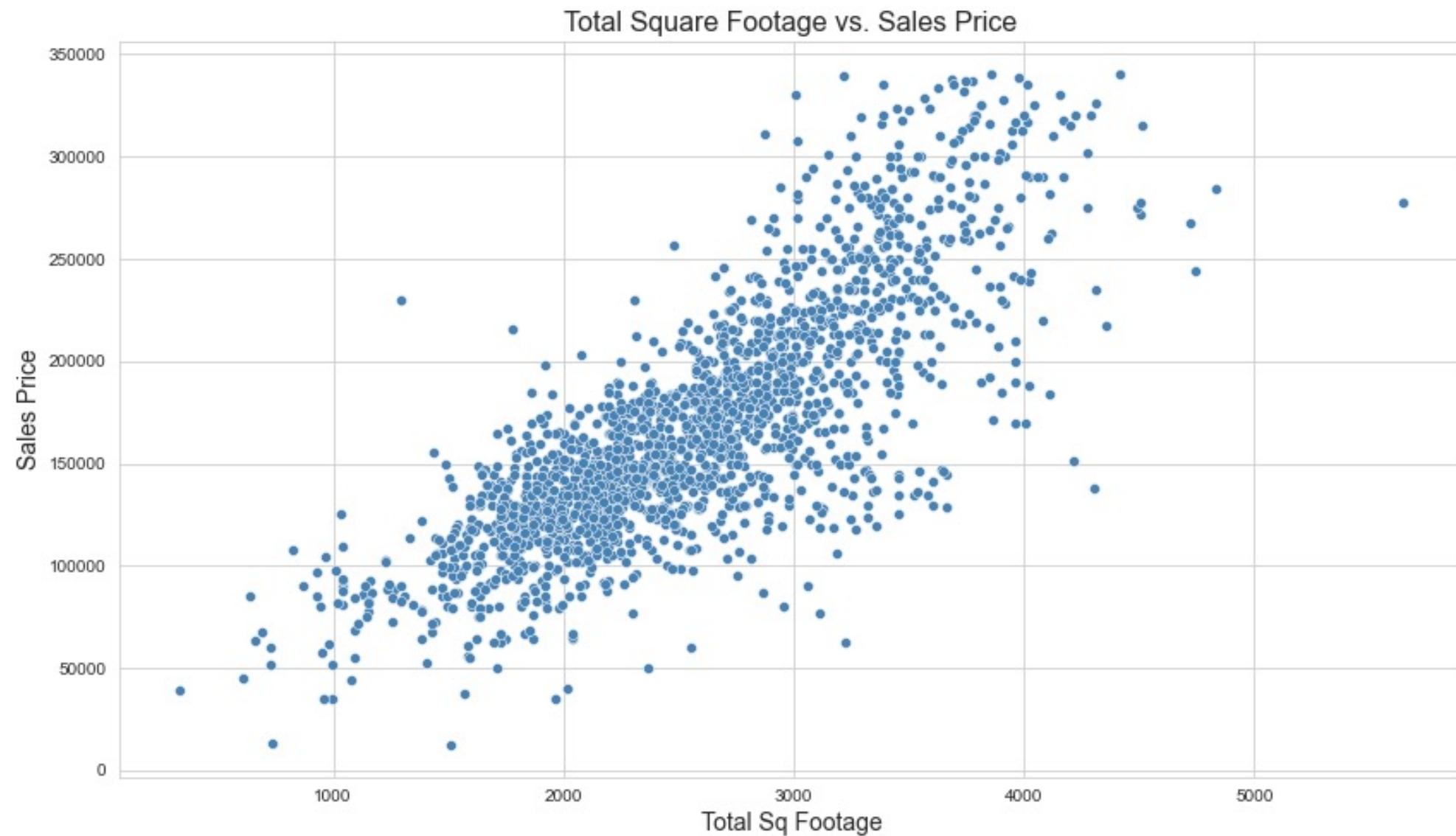
Age of home vs Sales price



Value Counts for Overall Quality(Ratings)







Initial Model R2 and RMSE Scores

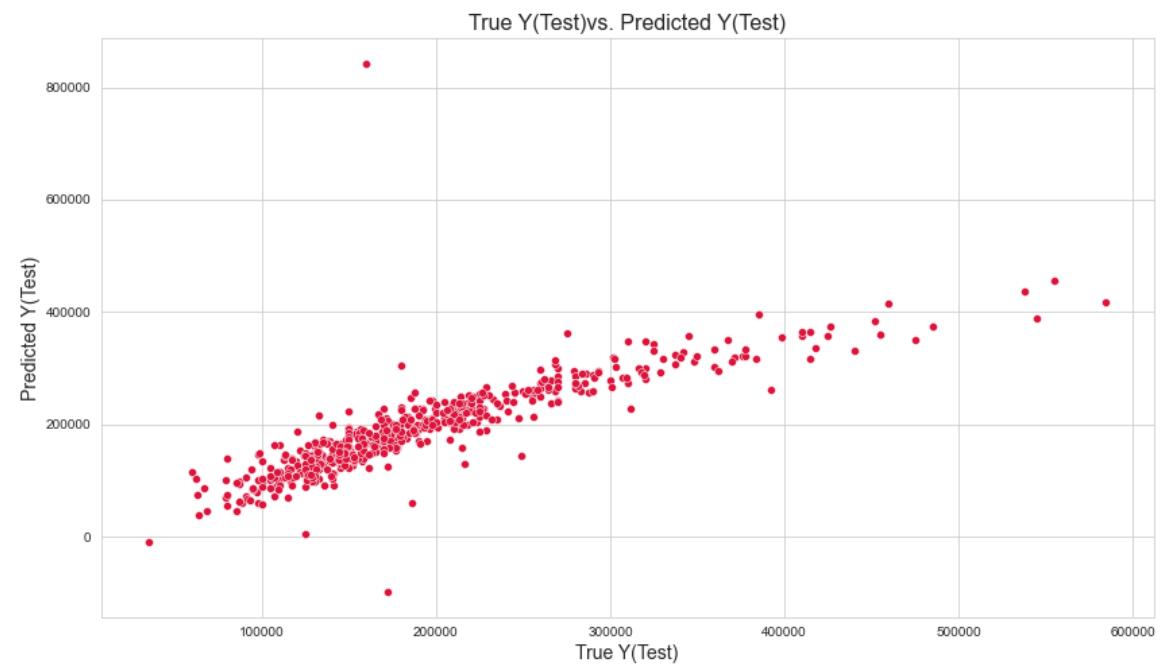
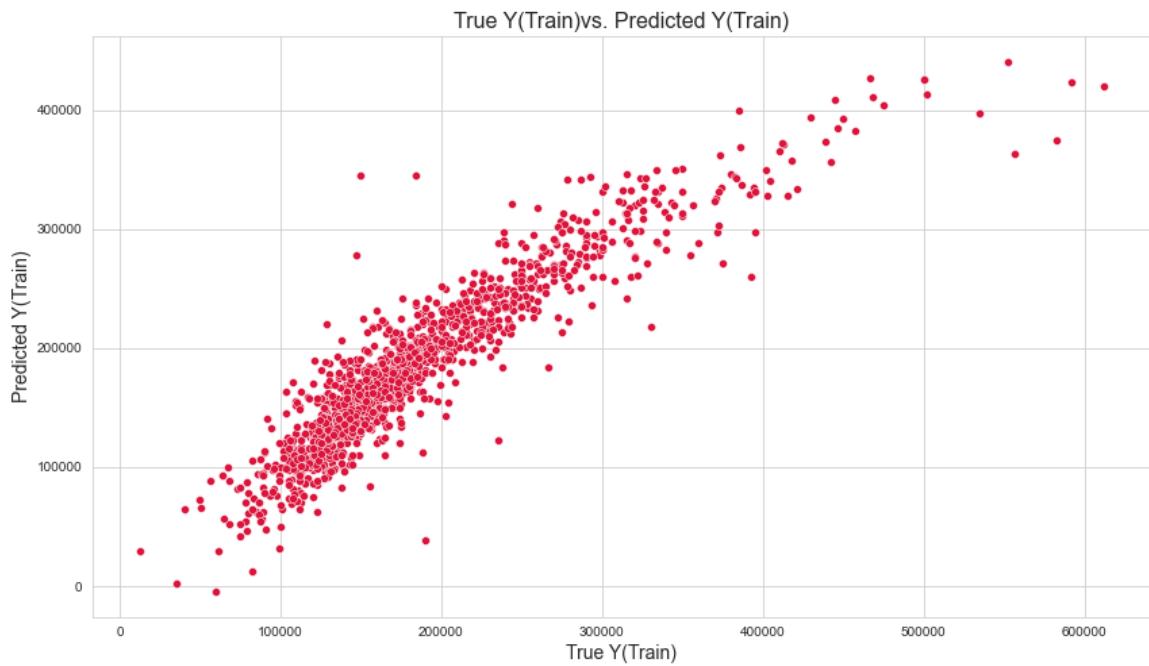
Model	Train RMSE	Test RMSE	Train R2	Test R2
Base_line	NA	NA	.80	.65
Model_1	29587.55	43739.88	.85	.72
Model_2	30098.74	42362.35	.85	.73
Model_3	18850.60	109767.34	.94	-.79
Model_4	27087.66	41485.18	.88	.74
Model_5(Lasso)	27087.68	41483.23	.88	.74
Model_6(ridge)	27270.32	40967.73	.87	.75
Model_7	31694.52	32307.37	.83	.83

MSE, RMSE, R2, Adjusted R2

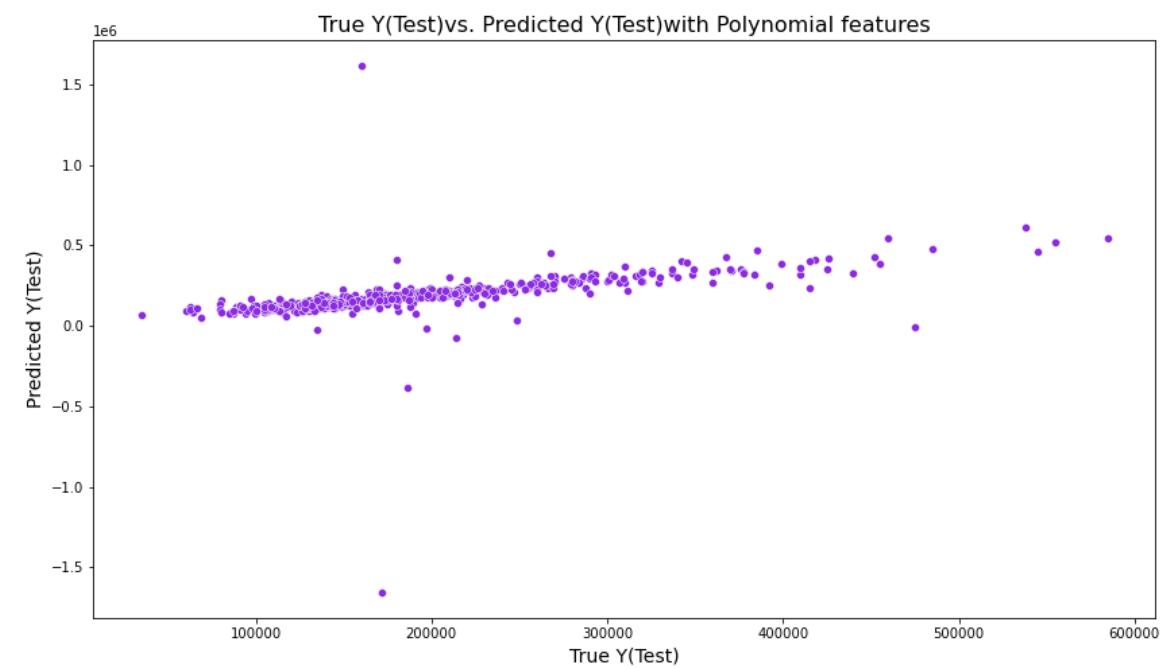
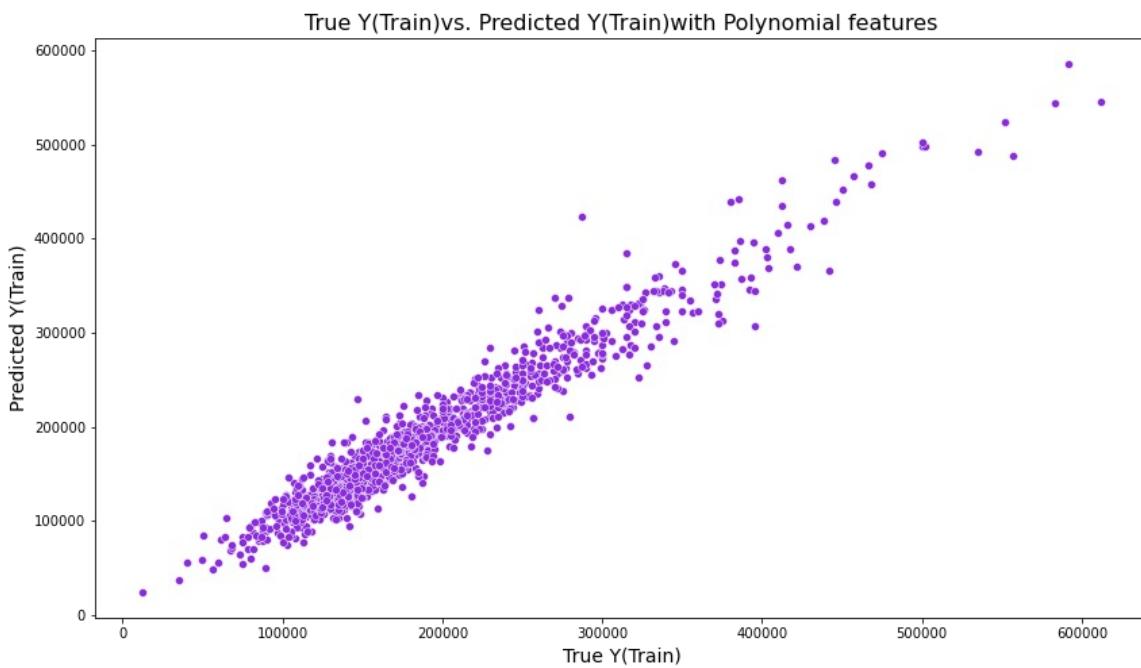
For latest iteration of Models

Model	Train MSE	Test MSE	Train RMSE	Test RMSE	Train R2	Test R2	Adjusted R2
Base_line Cross validation mean	NA	NA	NA	NA	.80	.65	
Model_8 Correlated features > .3	454556326.22	426113318.24	21320.33	20642.51	.87	.87	.92
Model_9 Correlated features > .25	408688775.06	397568963.95	20216.05	19939.13	.88	.88	.92
Model_10 Correlated features > .20	385480212.23	395821216.32	19633.65	19895.26	.89	.88	.92
Model_11 Correlated features > .15	375816013.37	368520569.34	19385.97	19196.89	.89	.89	.92
Model_12 Correlated features > .10	349035246.53	337097661.46	18682.49	18360.22	.9	.9	.92
Model_13 Correlated features > .05	321993966.47	338455267.02	17944.19	18397.15	.9	.9	.92
Model_14 Correlated features >-10	279402217.91	323432630.71	16715.33	17984.23	.92	.9	.92
Model_15 Correlated features >-25	247087410.31	325002715.87	15719.01	18027.83	.93	.9	.92

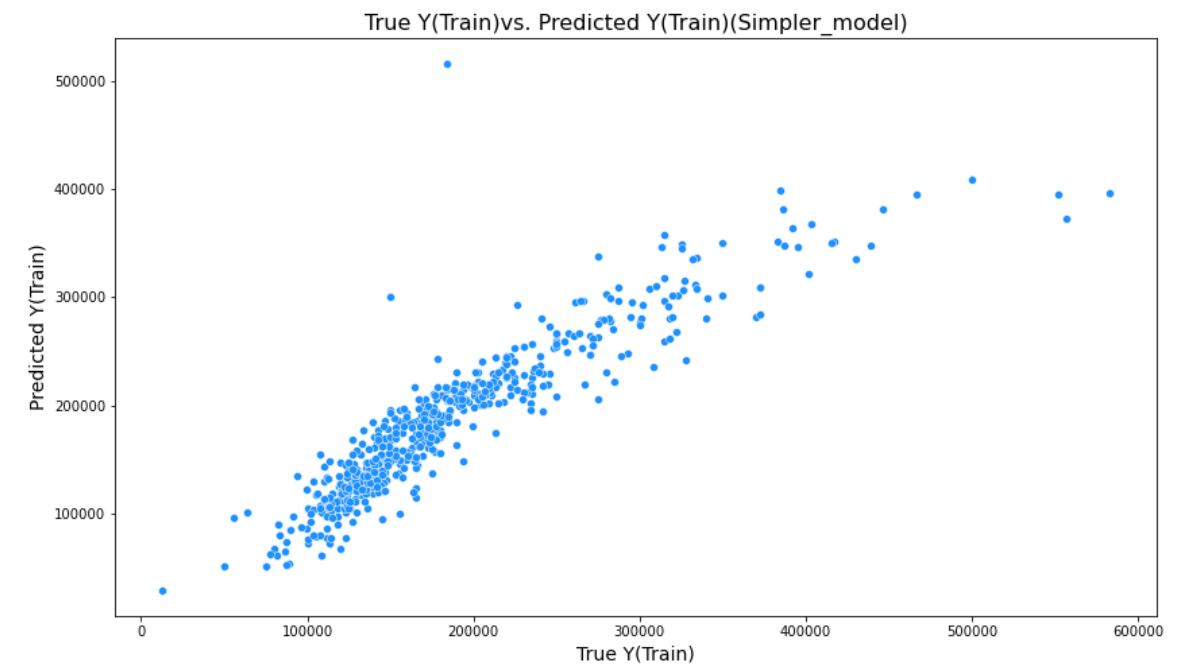
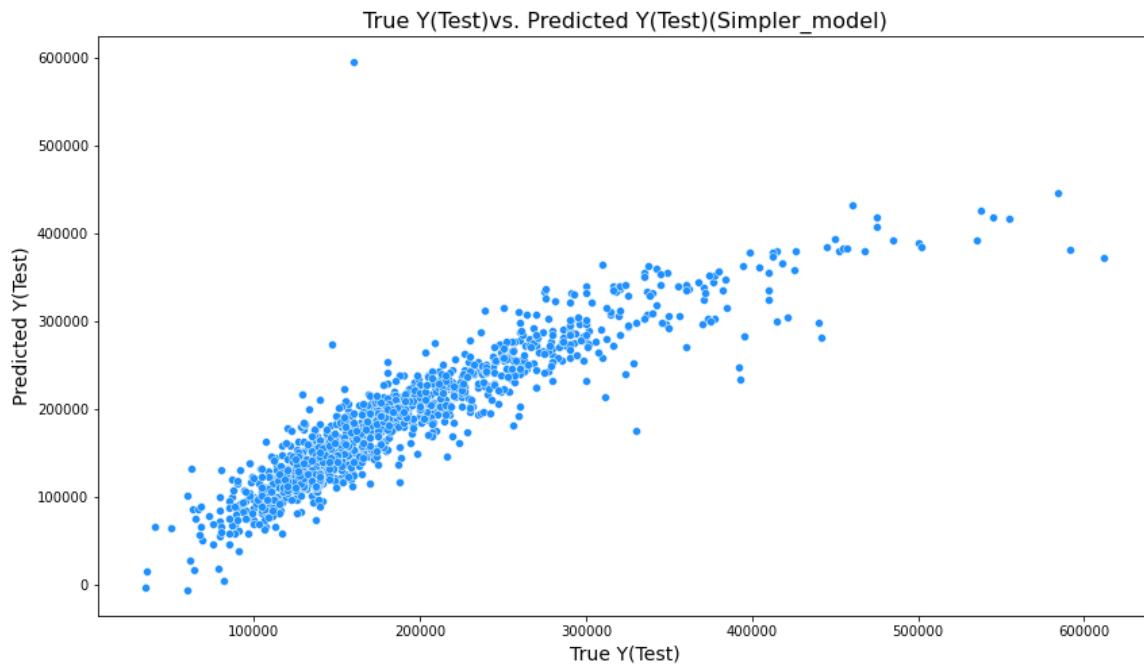
- Model 1 Linear Regression



- Model 3- Polynomial Features(no scaler)

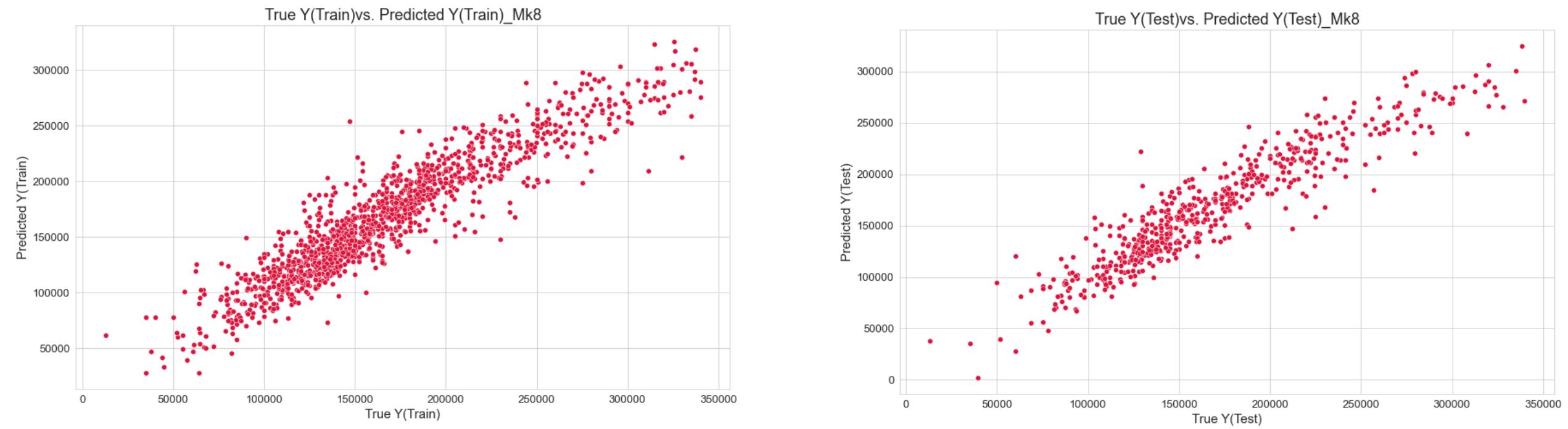


- Model 7-(high correlated features/poly/scaled)



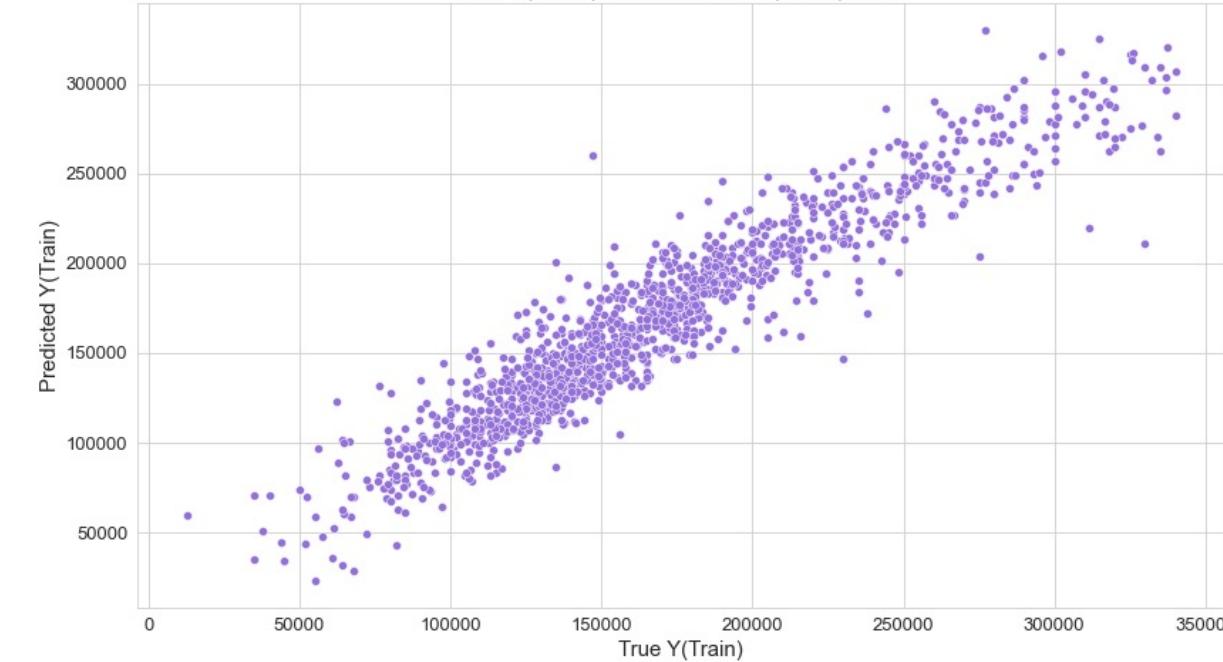
Model 8 (1st model post revisiting project)

Correlated Features >.3

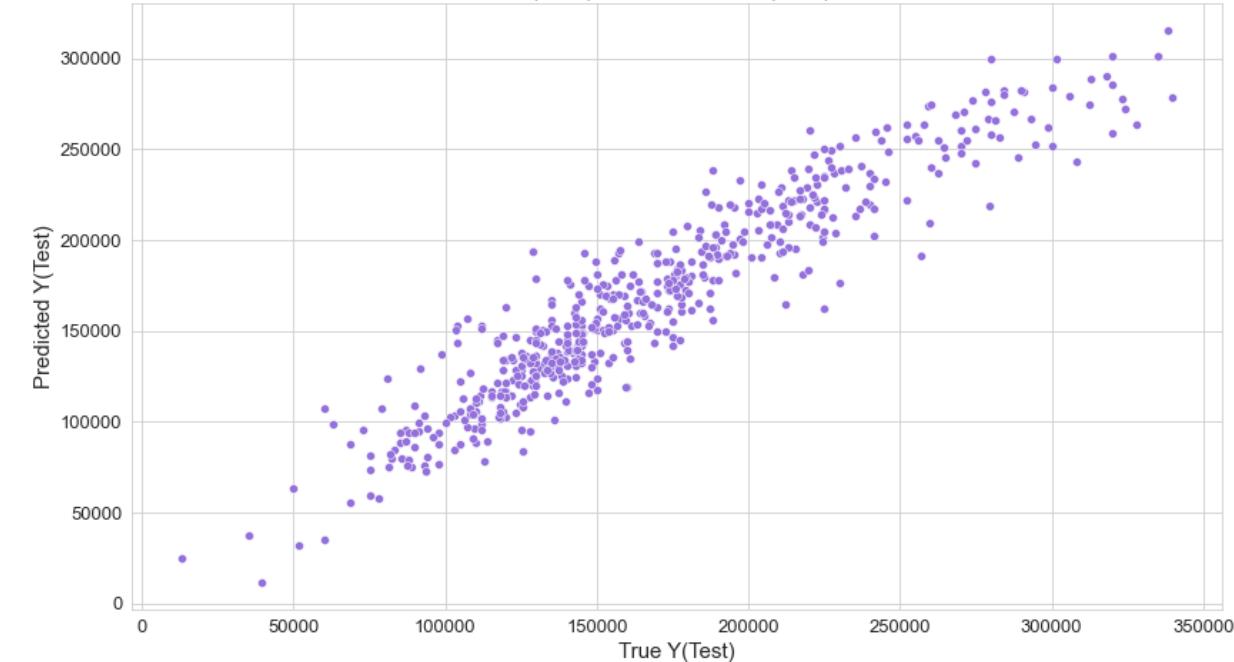


Model 11 Correlated Features > .15

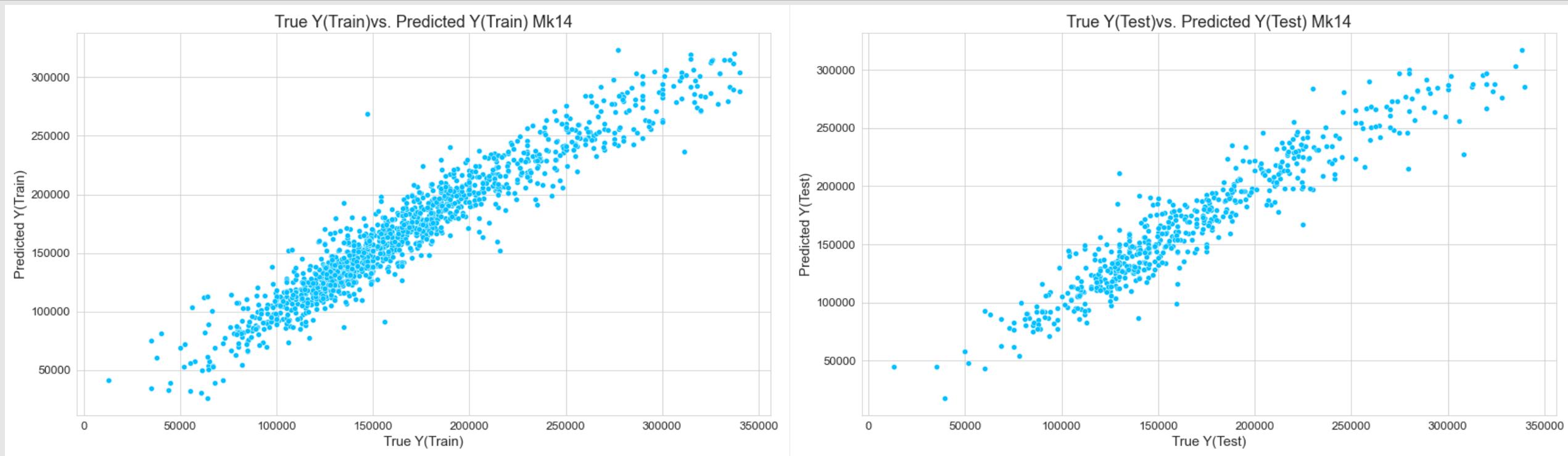
True Y(Train)vs. Predicted Y(Train) Mk11



True Y(Test)vs. Predicted Y(Test) Mk11

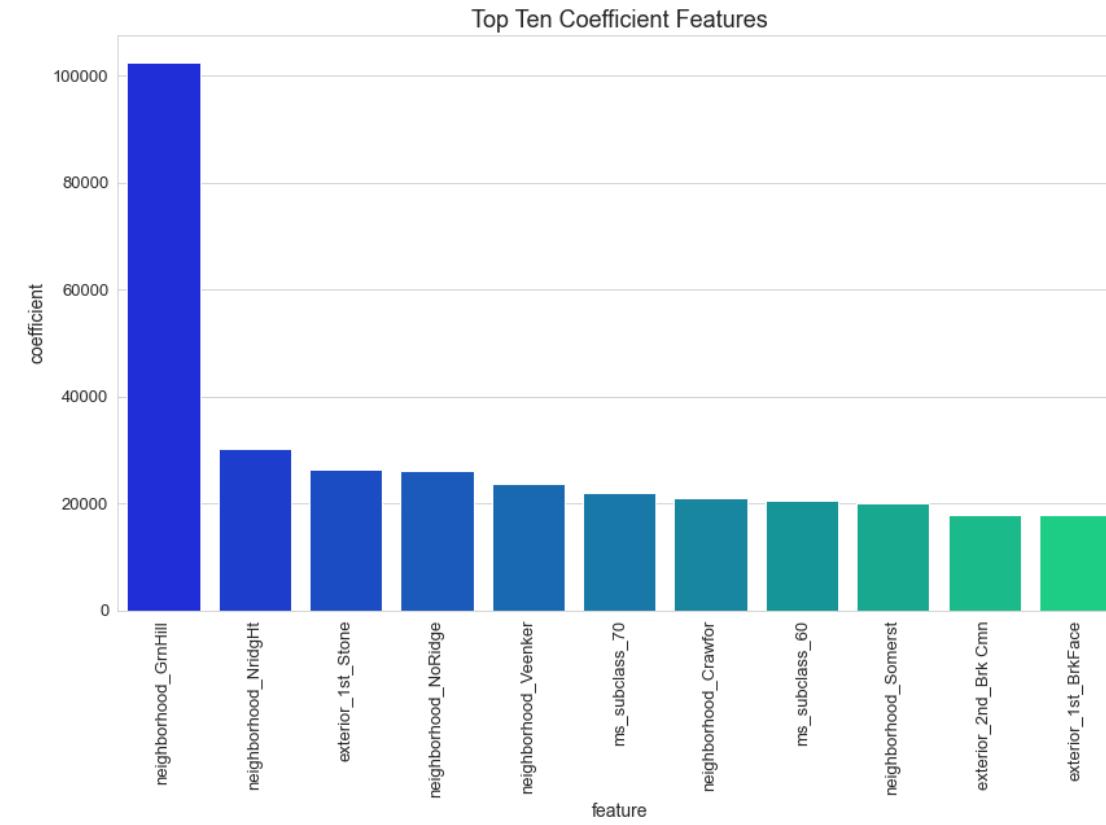


Model 14 Correlated features > -.10



Top Coefficients Derived from Linear Regression Model 14

feature	coefficient
neighborhood_GrnHill	102503.320378
neighborhood_NridgHt	30243.253877
exterior_1st_Stone	26330.171572
neighborhood_NoRidge	26121.814429
neighborhood_Veenker	23702.573793
ms_subclass_70	21992.115718
neighborhood_Crawfor	21173.306295
ms_subclass_60	20511.615767
neighborhood_Somerst	20116.074366
exterior_2nd_Brk Cmn	18002.224645
exterior_1st_BrkFace	17896.376162





Initial Phase

- The linear regression model number 7 outperformed the baseline model by whittling down any features that had a poor correlation with sales price. Used techniques such as polynomial features and standard scaler.
- R2 score improved from baseline of 65.59% to 83.41%(17.82-point improvement),in other words 84.44% of the variability in our sales price could be explained by the features in our model.

Conclusion

- Revisiting this project meant re-tackling dealing with outliers, dealing with Nulls, processing the data , feature selection and having a DRY approach.
- Some key take aways were an improvement to 87% for the testing R2 Score and being able to halve my testing RMSE from model 1(43,739.88 to 20,642.51).
- An additional metric I wanted to evaluate with was the adjusted R2, this is because the fact that the Adjust R2 value was higher than my testing R2 indicated that my models would work well by adding additional features.
- This dictated the rest of my approach which peaks with model 14 which not only achieves the highest testing R2 score of .9 but also has the lowest RMSE of 17,984.23.

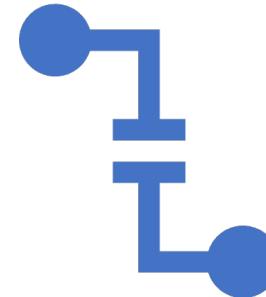


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Next Steps



After improving the model by 25 points to a .90 R2 Score and minimizing the RMSE 17984.23, revisiting the project would entail applying different types of models



For instance, boosting models could lead to even better performance, will allow for grid-searching of hyper-parameters but may not be as useful for inference.

References

- Weigley, S.(2019). 11 home features buyers will pay extra for. Retrieved from [USA Today](<https://www.usatoday.com/story/money/personalfinance/2013/04/28/24-7-home-features/2106203/>).
- Web Editor.(nd). 8 Reasons Your House Isn't Selling. Retrieved from [Trulia Blog](<https://www.trulia.com/blog/how-to-sell-a-house-8-reasons/>).