

# Ames Housing Data

Danielle Reycey, Data Scientist

# The Task

- We are tasked with producing a regression model to predict the Sale Price of homes in Ames, IA, a city 30 miles north of Des Moines. (Home to Iowa State University)



★ Designed by TownMapsUSA.com

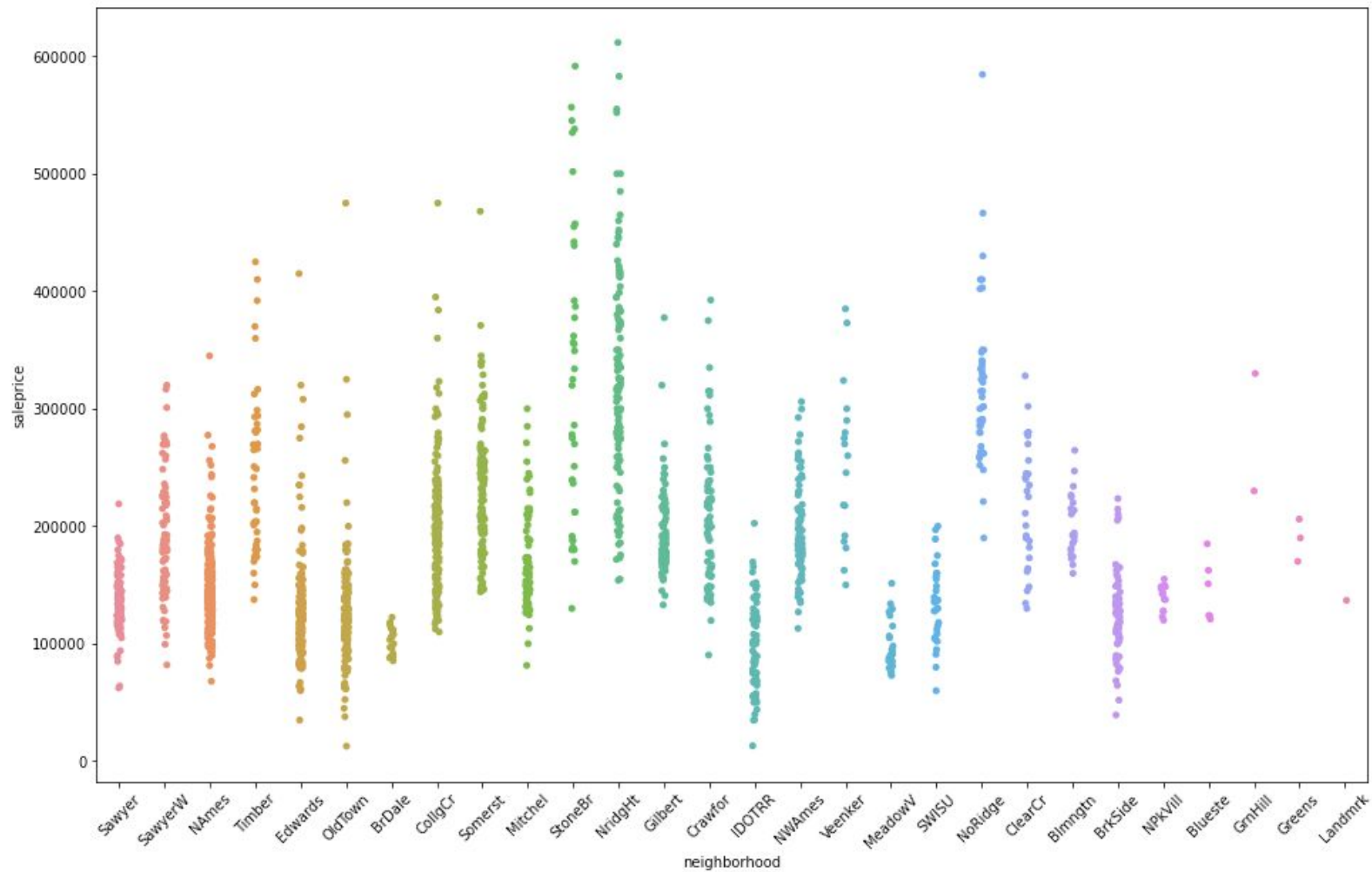
The background of the slide features a series of concentric blue circles that originate from the right side and curve towards the left. Scattered across these circles are numerous small, solid blue dots. The overall color palette is a range of light to medium blues.

**So, what matters when  
selling/buying a home?**

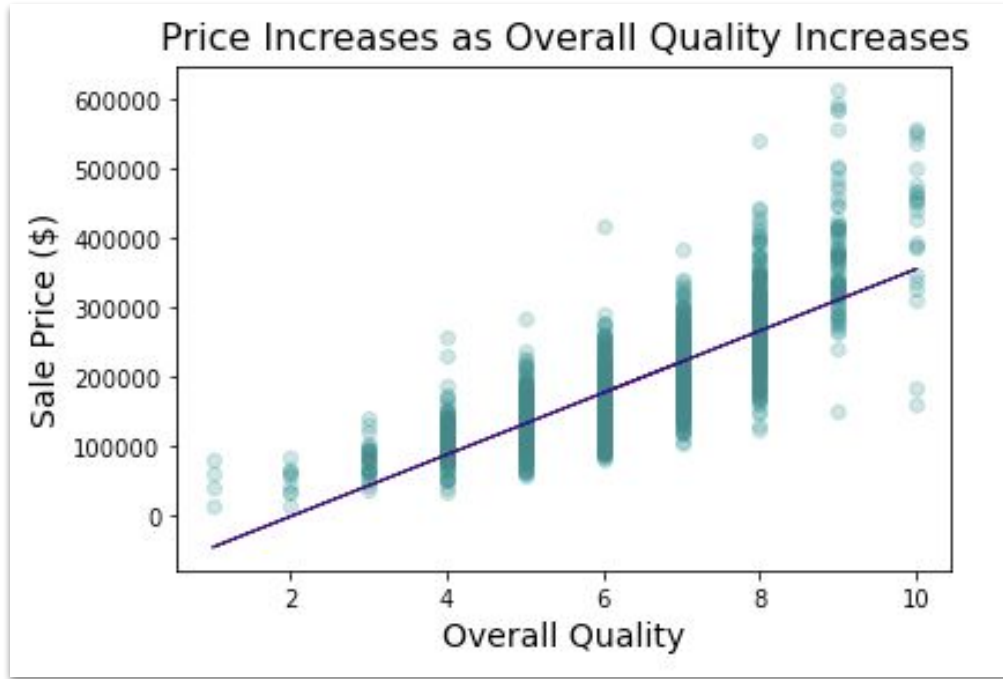
We've all heard the  
real estate mantra:  
"Location, location,  
location!"

Here: neighborhood  
matters.





# On a Scale of 1-10:



Another important  
variable:

Above ground living  
area (square feet)



# Conclusions and Recommendations

- The model must be usable & understandable
  - I limited the amount the variables - though it slightly reduces accuracy in predictions, it makes the model more usable - requiring only 8 inputs
  - To give context, my model with least error had 24 variables!
- Understand that this model is a starting point. Our average error in final selling price with this model is around \$30,000