

Best Listings: Evaluation of House Features vs. Predicted Price

Emily Gama

A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

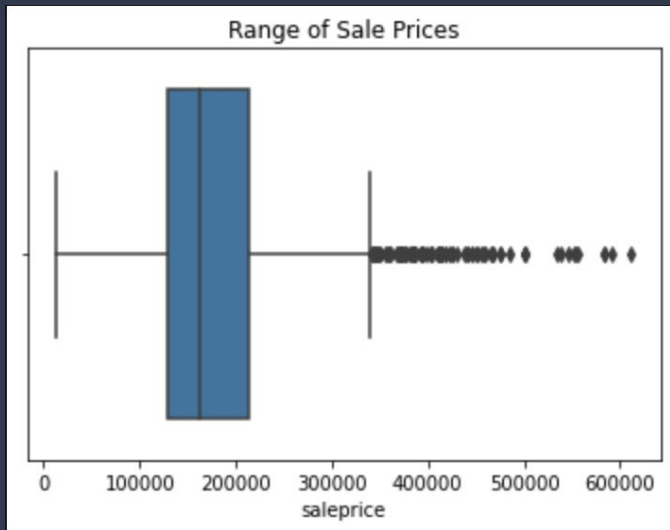
Annual Insights Meeting

April 18th

Agenda:

- Review of our data and problem
- Analysis and predictions
- Sale examples
- Recommendations

Problem and Data



Problem:

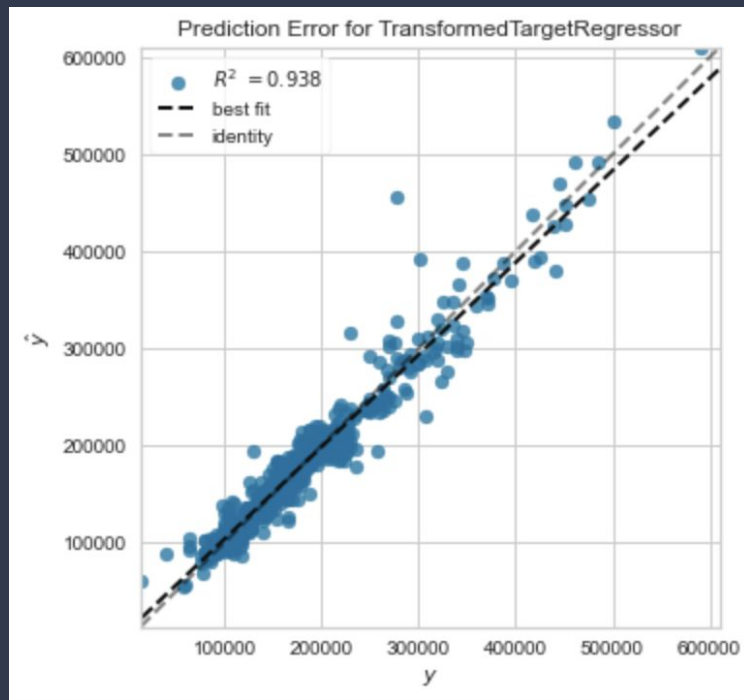
- Better ability to help clients with sale process
- What kind of features would best predict a higher or lower sale price of a home?

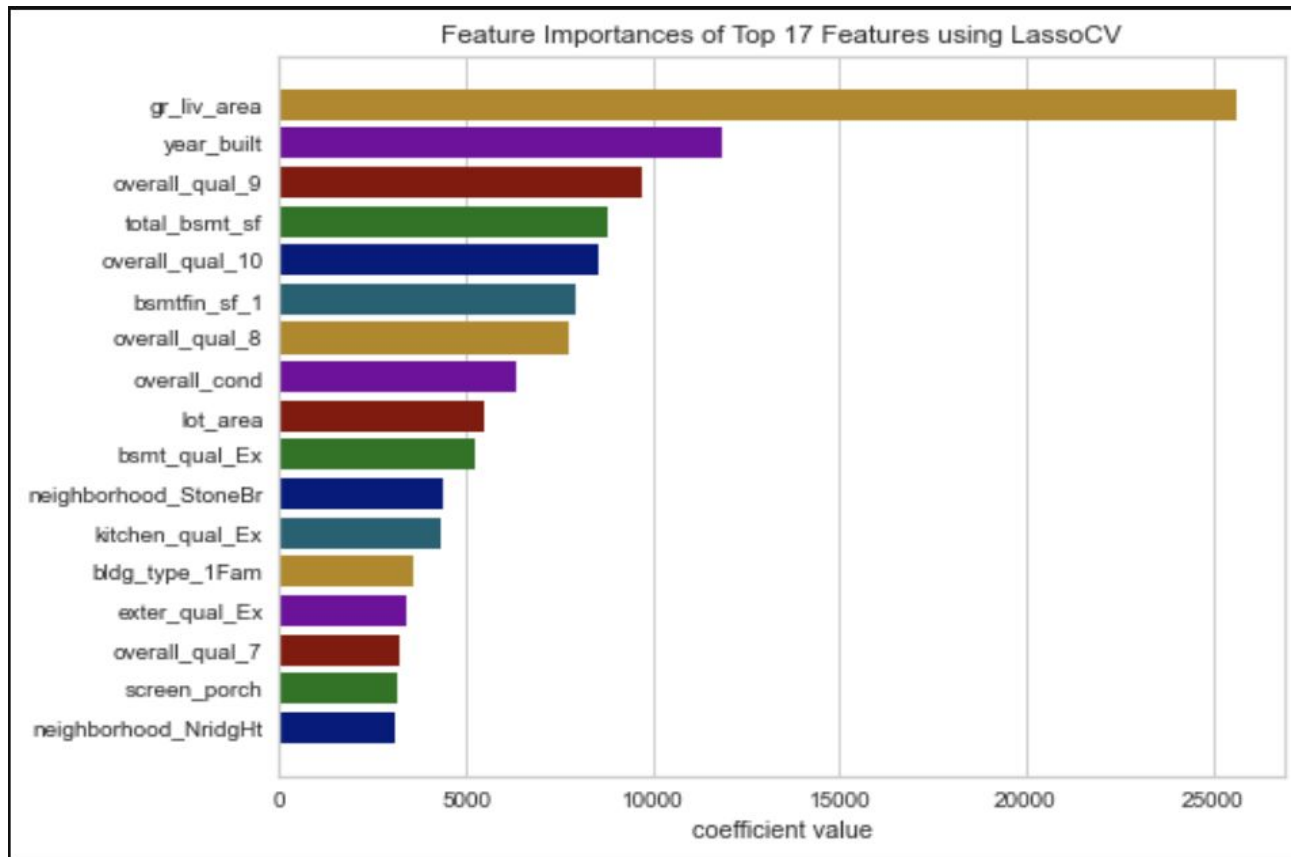
Data

- Sales from 2006 to 2010 in Ames, Iowa

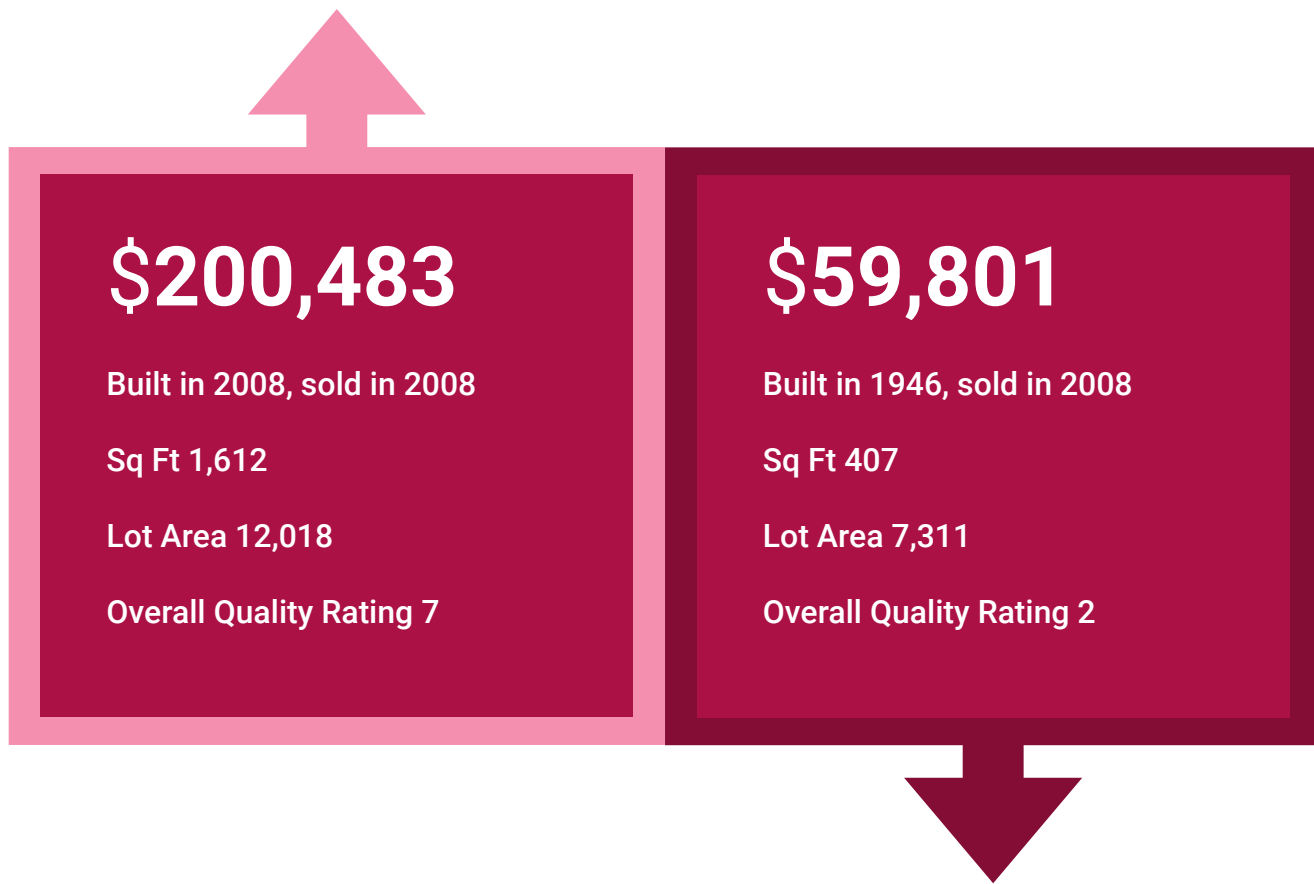
Our model can predict housing
sale prices with an accuracy of

92-94%





Positive predictive ability of our best features



Comparison of two predictions

Recommendations

- For clients:
 - Help inform our clients' decision making
 - Potentially encourage them to make aesthetic changes to their home to sell more
- For us:
 - Realtor percentage
 - Marketing