

Best Listings: Evaluation of House Features vs. Predicted Price

Emily Gama

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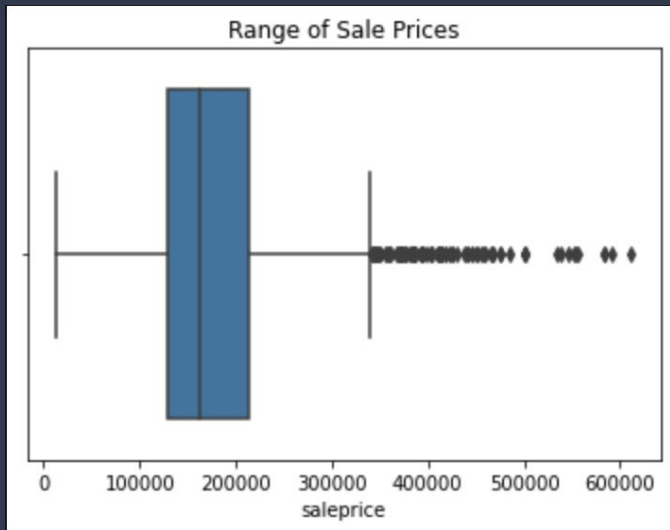
Annual Insights Meeting

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?

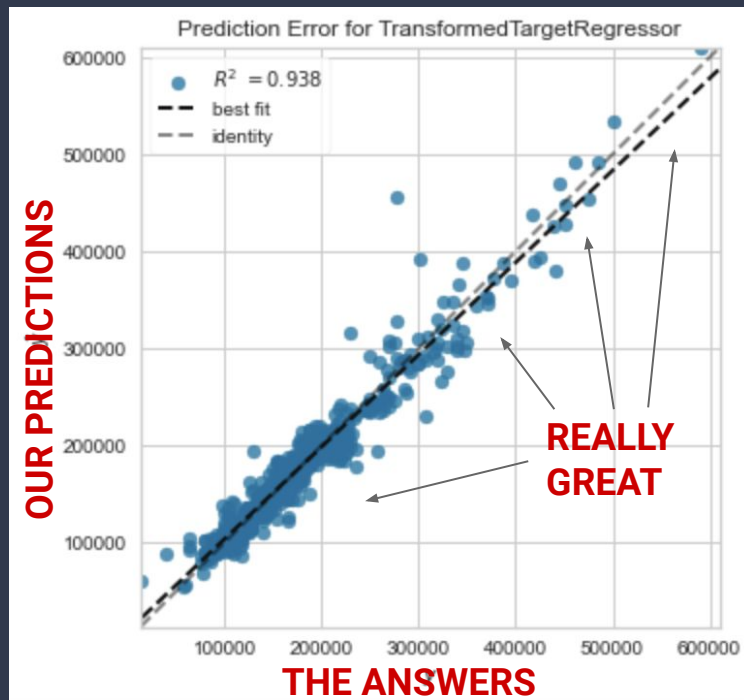
Data

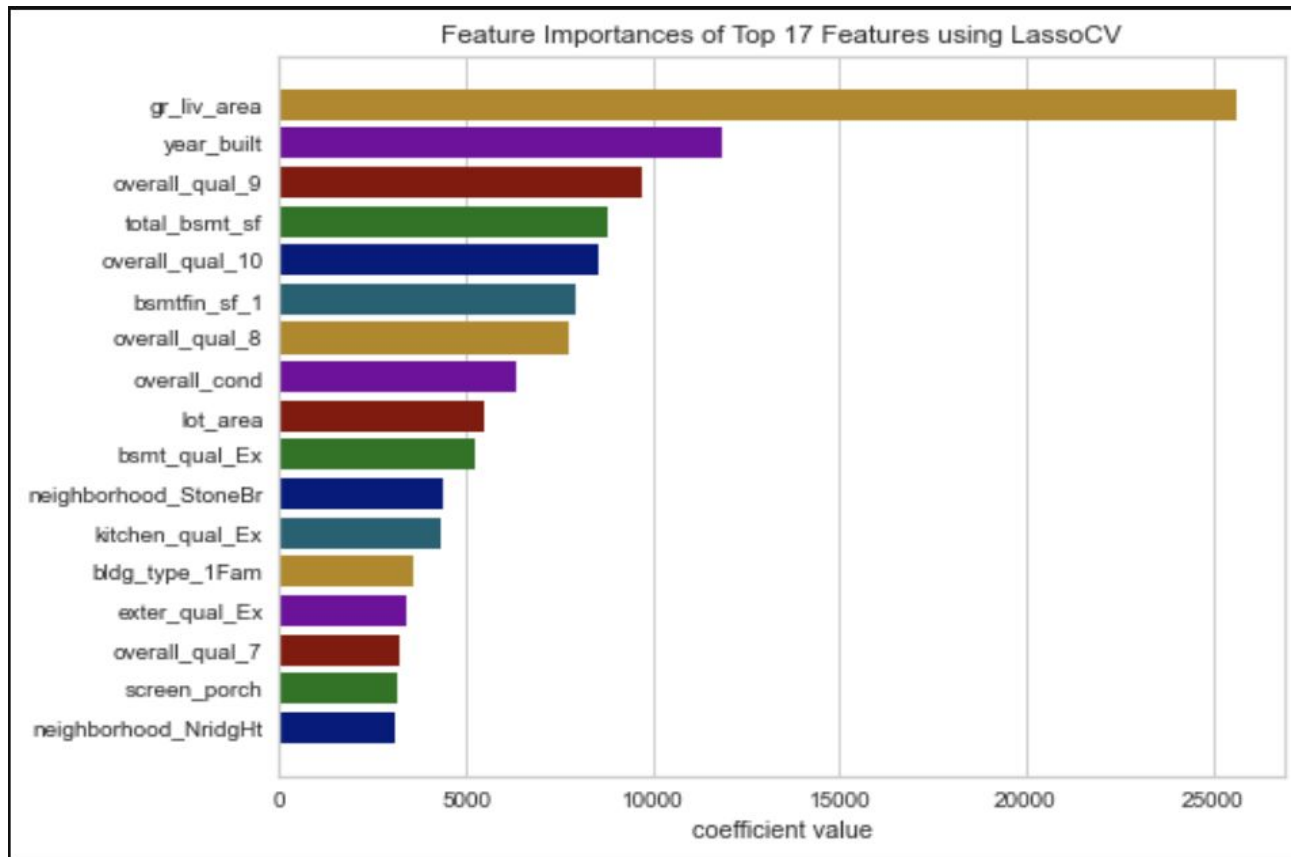
- Sales from 2006 to 2010 in Ames, Iowa

Our model can predict housing
sale prices with an accuracy of

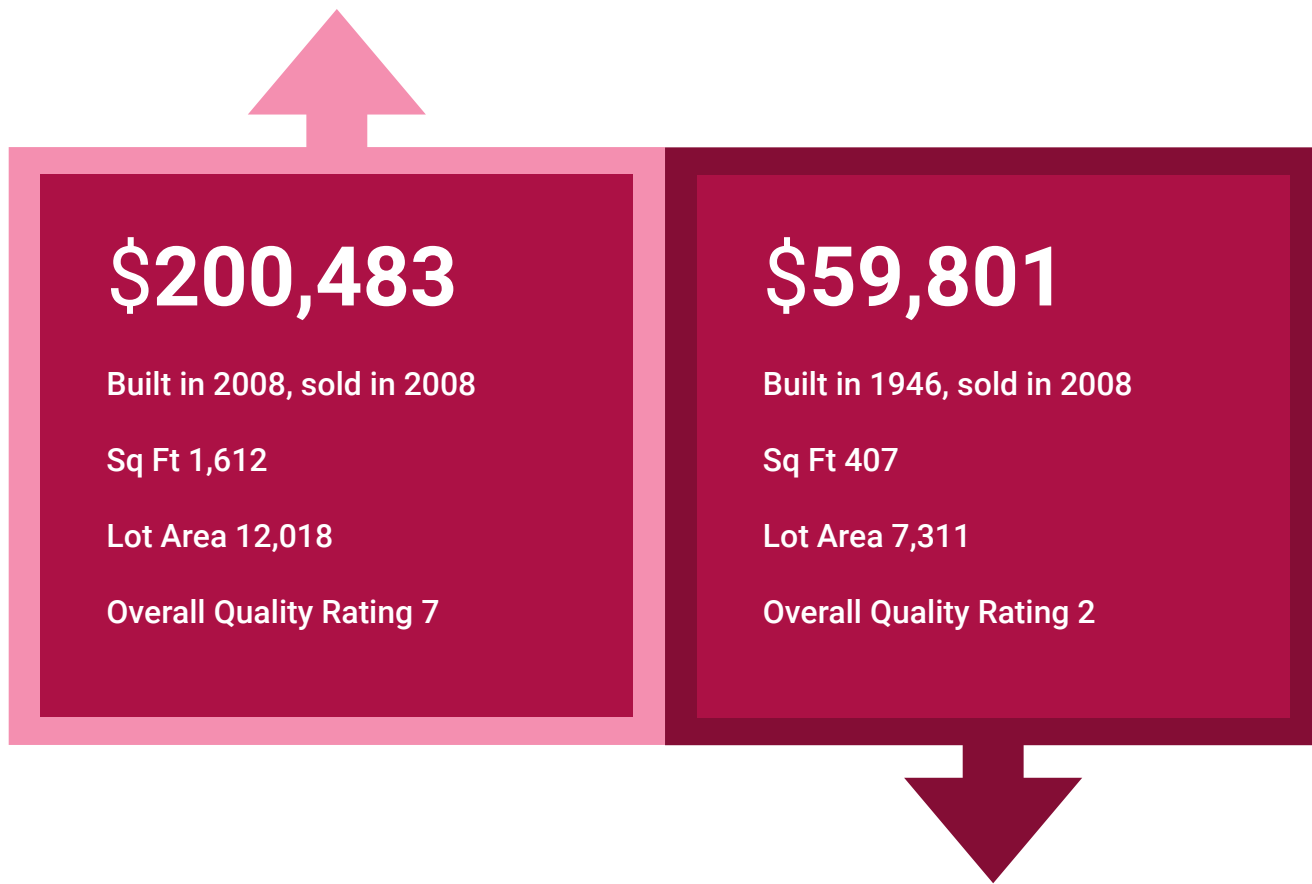
92-94%

HOW GOOD OUR MODEL IS





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

Thank you!

Any questions?