

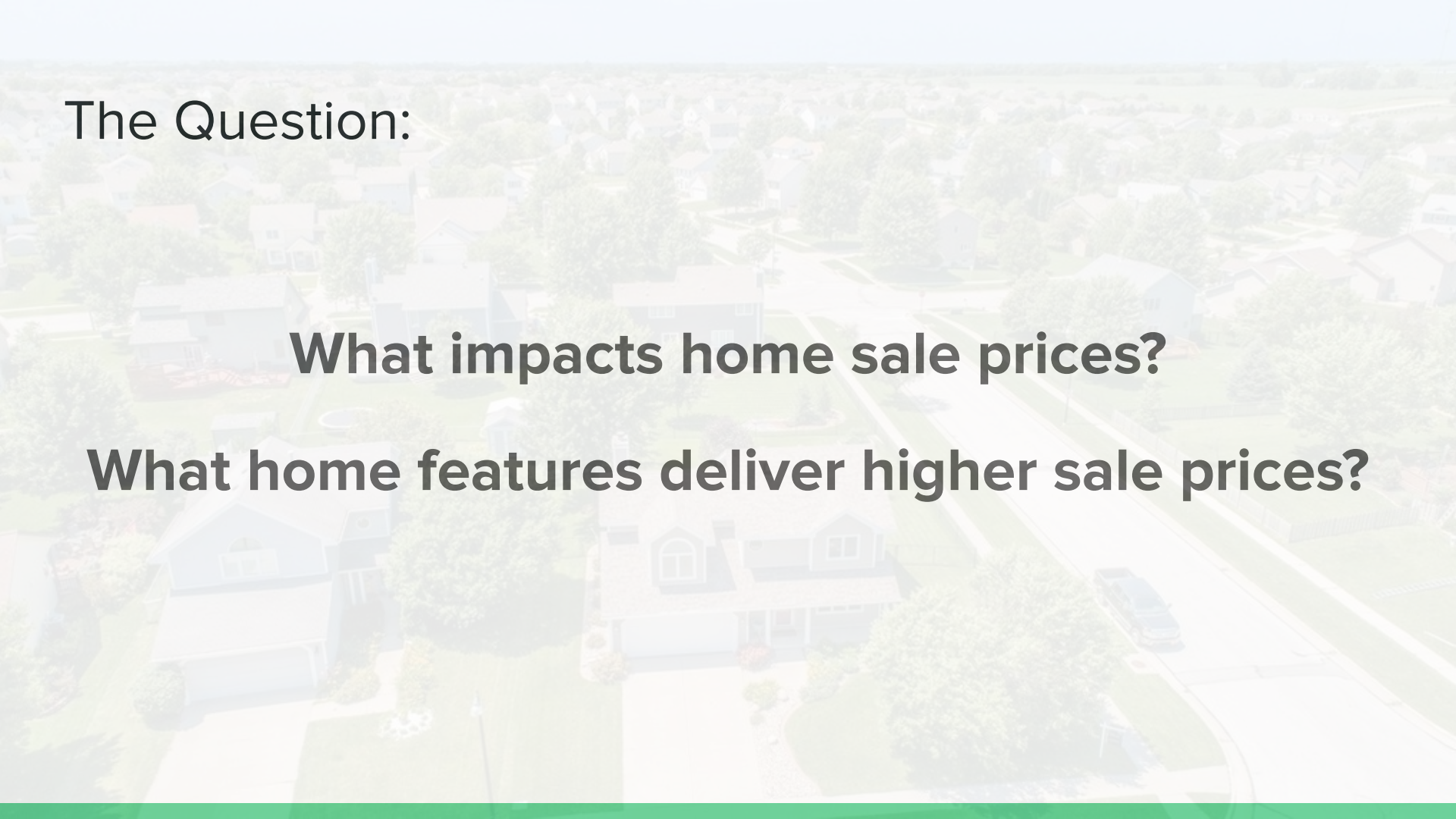
Ames Housing Prices

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The Question:

An aerial photograph of a suburban neighborhood, showing a grid of streets, numerous houses with varying roof colors, and green lawns. The image is slightly faded to serve as a background for the text.

The Question:

What impacts home sale prices?

What home features deliver higher sale prices?



The Approach:

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1. **Explore and clean**
2. **Identify and examine interesting relationships**
3. **Build models to understand Sale Price**
4. **Interpret Results**



The Findings:

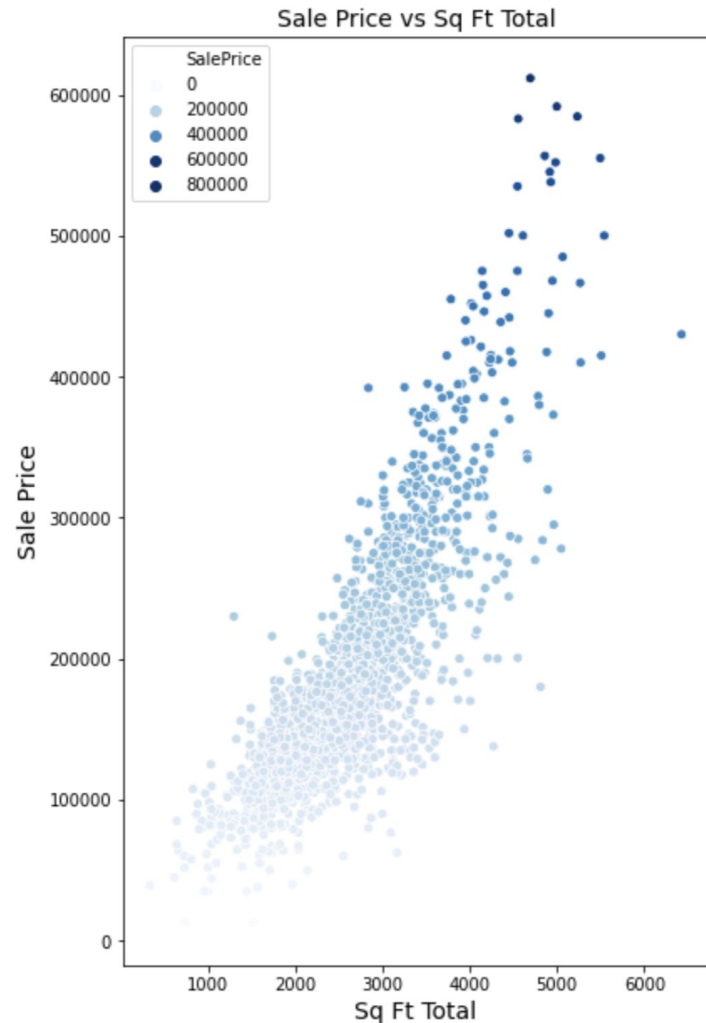
Total Square Footage

Positive Relationship

Model:

1-Sqft Increase:

Associated with a \$46.97 increase in sale price, *all else equal*.



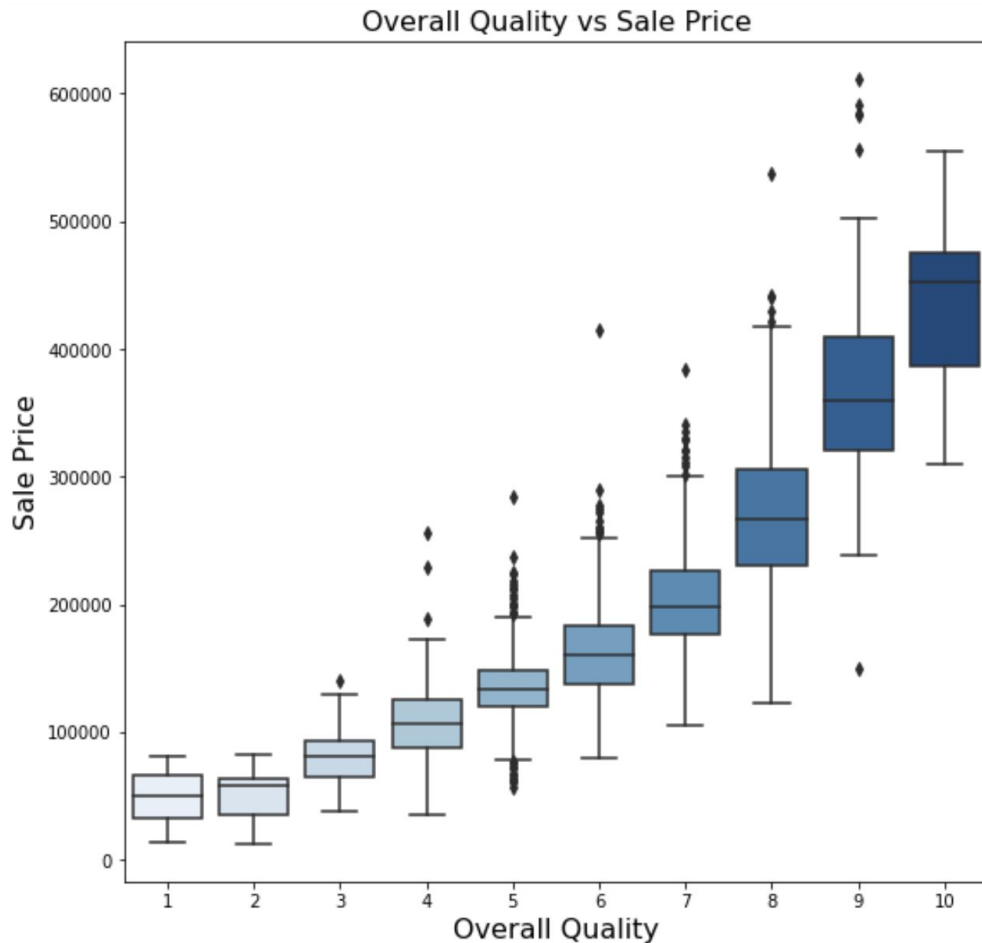
Material and Finish Quality:

Positive Relationship

Model:

1-Group-Level Increase:

**Associated with a \$9179.7677
increase in sale price, *all else equal*.**



Lot Frontage:

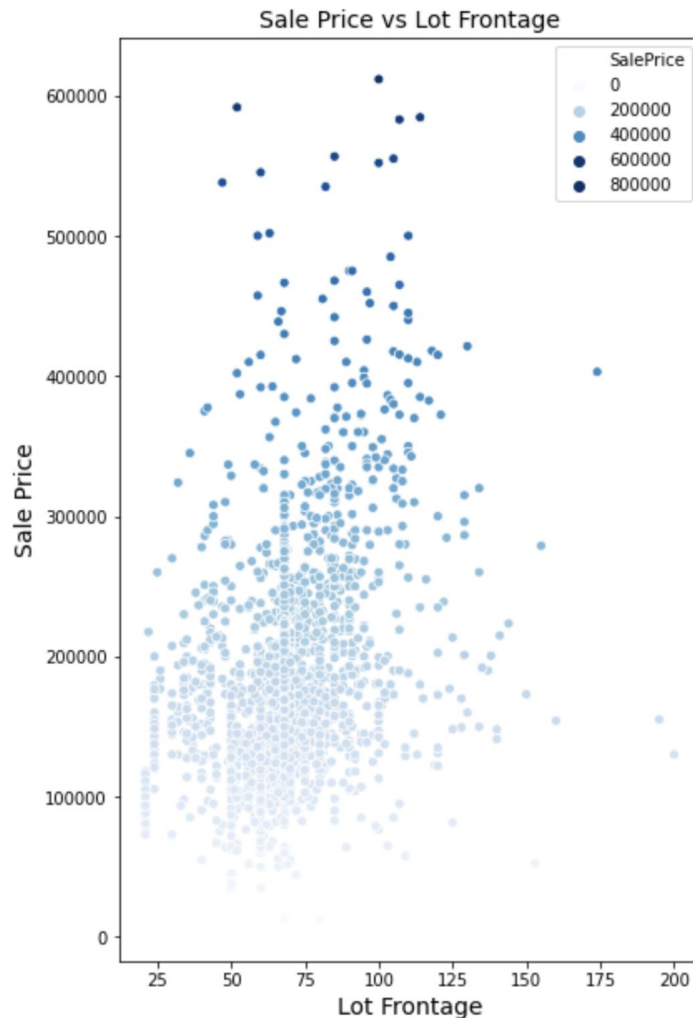
Linear feet of street connected to property

Positive Relationship

Model:

1-Foot Increase:

Associated with a \$181.93 increase in sale price, *all else equal*.



Age of Home

Negative Relationship

Model:

1-Year Increase:

**Associated with a
\$492.0899 decrease in
sale price, *all else
equal.***



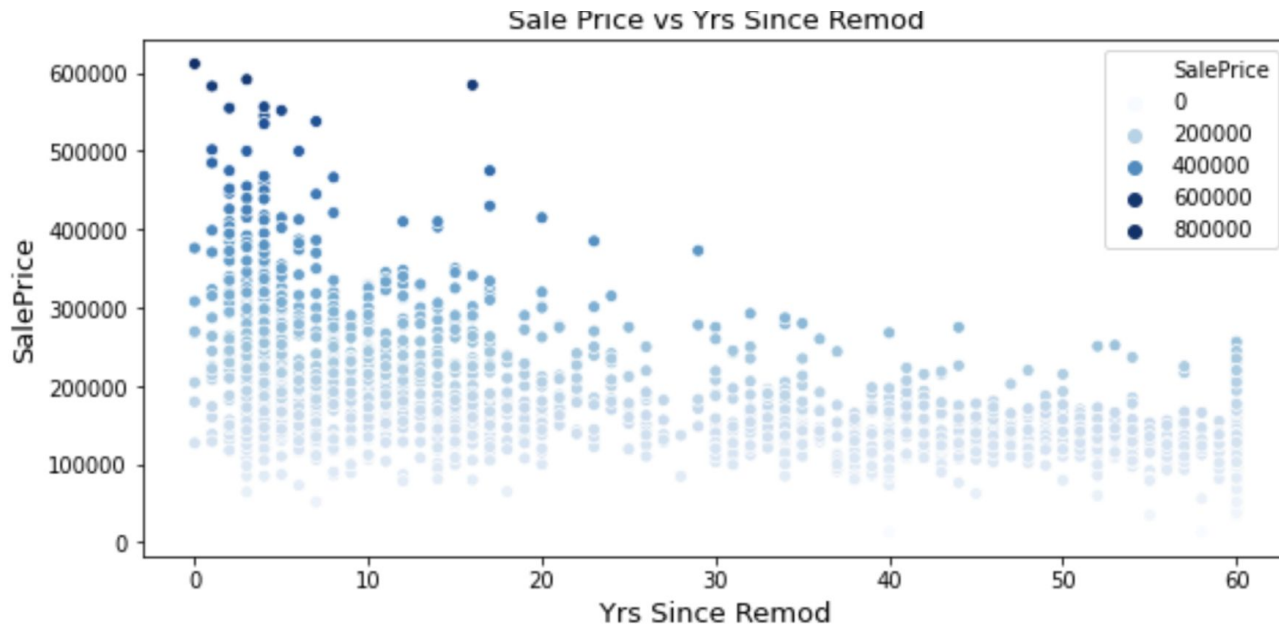
Years Since Remodel/Addition

Negative Relationship

Model:

1-Year Increase:

**Associated with a
\$390.79 decrease in
sale price, *all else
equal.***



Recommendations:

1. Pursue remodeling to help mitigate home age.
2. Emphasize Overall Quality of Material and Finish.
3. Maximize livable square footage
 - a. Though obvious , this is still one of the strongest predictors of price
4. Carefully consider analysis of spatial patterns in data.
 - a. We intentionally avoided neighborhood analysis.

An aerial photograph of a suburban neighborhood. The scene shows a grid of streets with houses, green lawns, and mature trees. In the foreground, a road curves to the right, with a dark-colored car parked on the side. A semi-transparent white box is overlaid on the left side of the image, containing the text "Questions?".

Questions?