

# Ames Housing Data Project

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# Goals for this project:

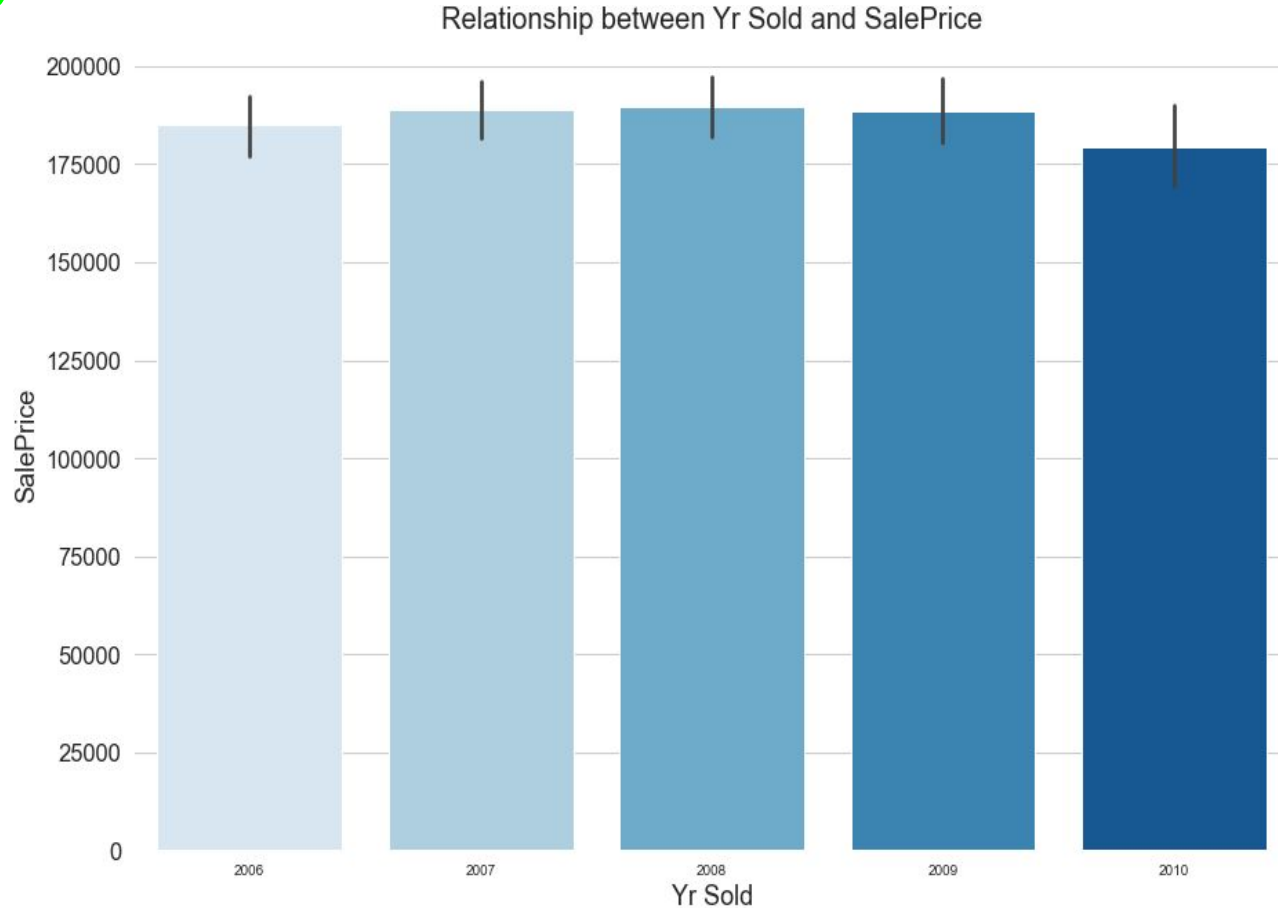
- ❏ Predicting price of homes in the Ames IA area using the linear, lasso and ridge regression models then select the best model
- ❏ Evaluate which features have an impact on Sale Price
- ❏ What YOU as the homeowner can do about how much your home sells for

# Ames, IA stats:

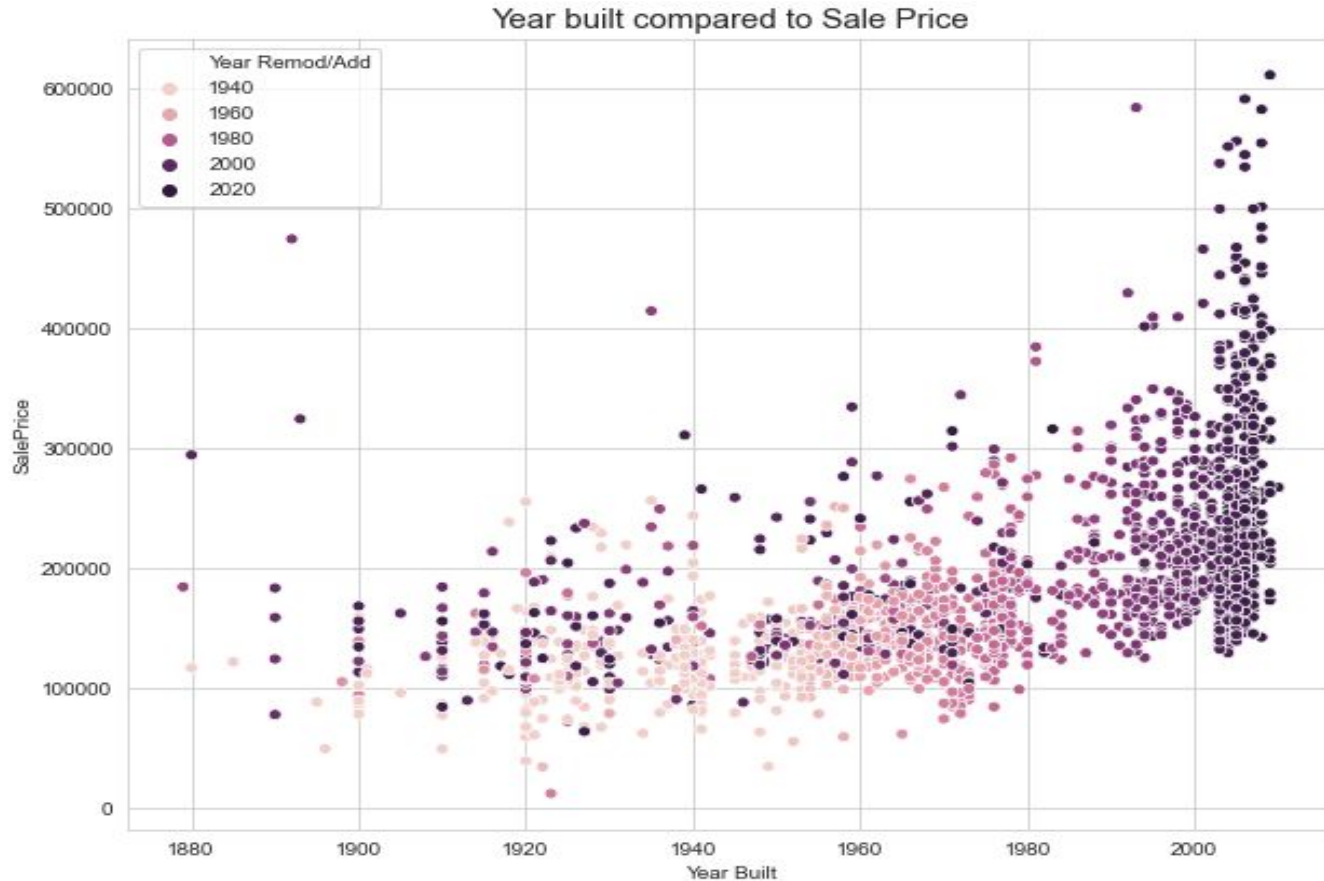
- ❑ According to the 2019 census, about 66,000 live in Ames, IA.
- ❑ Home of Iowa State University(leading in agriculture, veterinary medicine)
- ❑ Individuals between the ages of 18-24/ college students make up 50% of the population
- ❑ The older population > 65 yrs make up 8%
- ❑ Lowest unemployment rate (2.5%)



# Housing Market Over the Years:

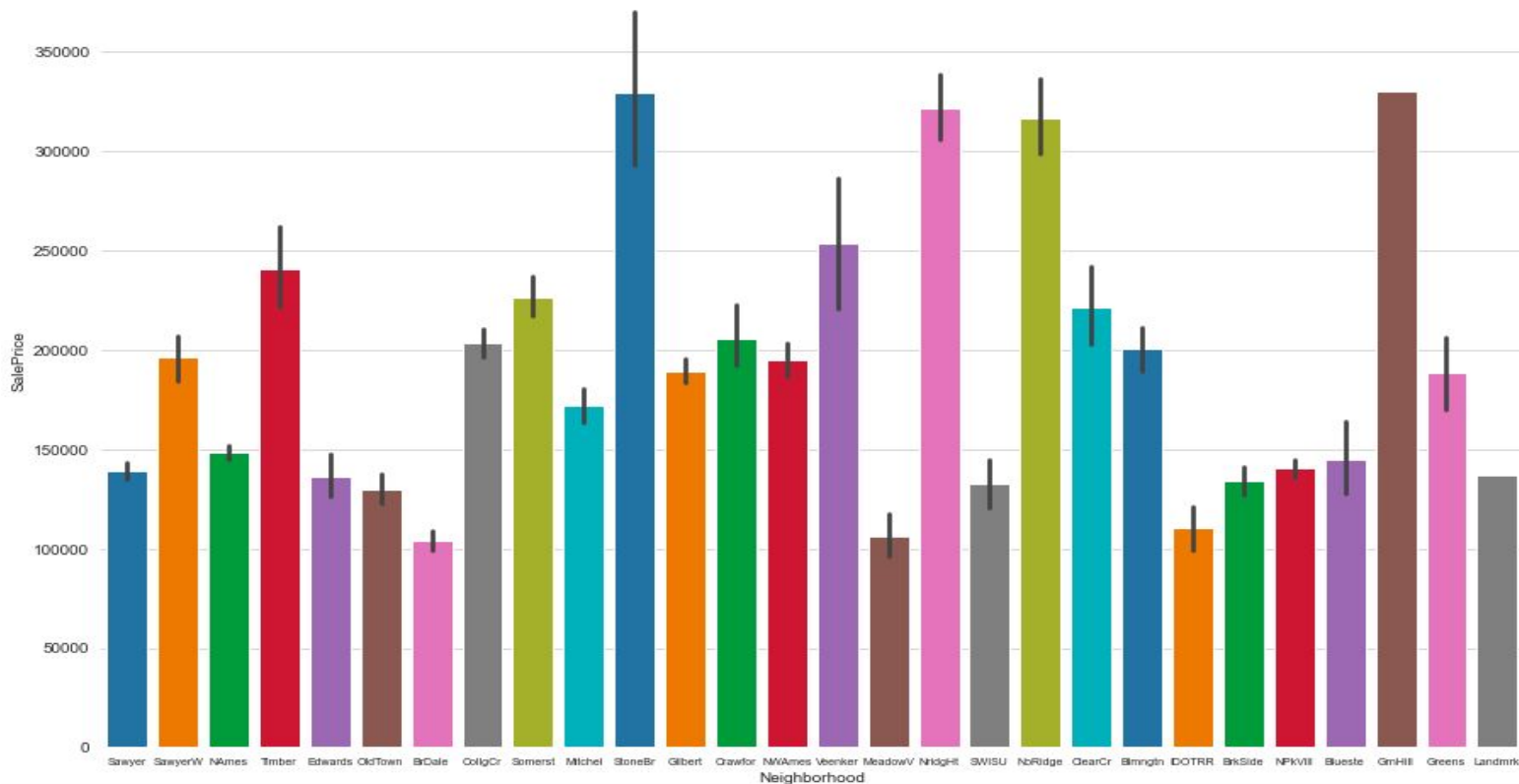


# Effects of Remodeled homes/ Built after 2000

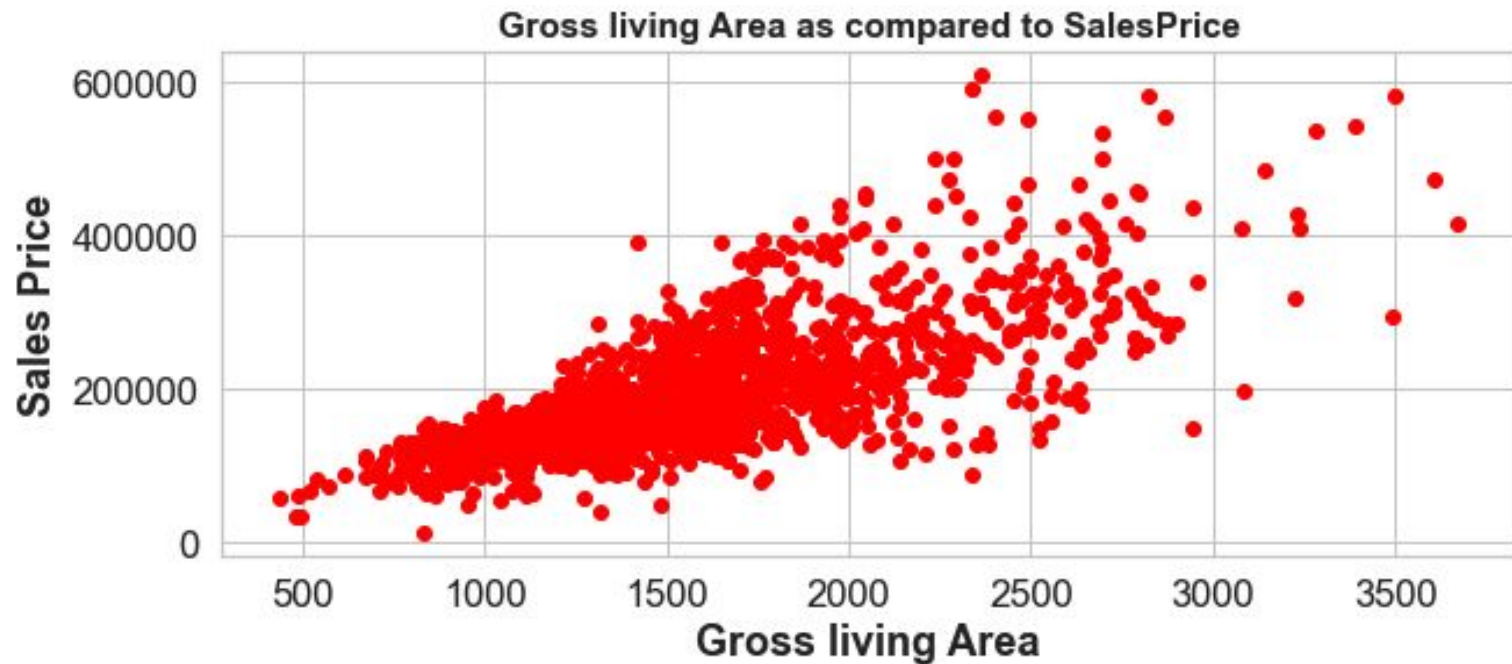


# Neighborhoods:

Relationship between Neighborhood and SalePrice



# How spacious is your home?

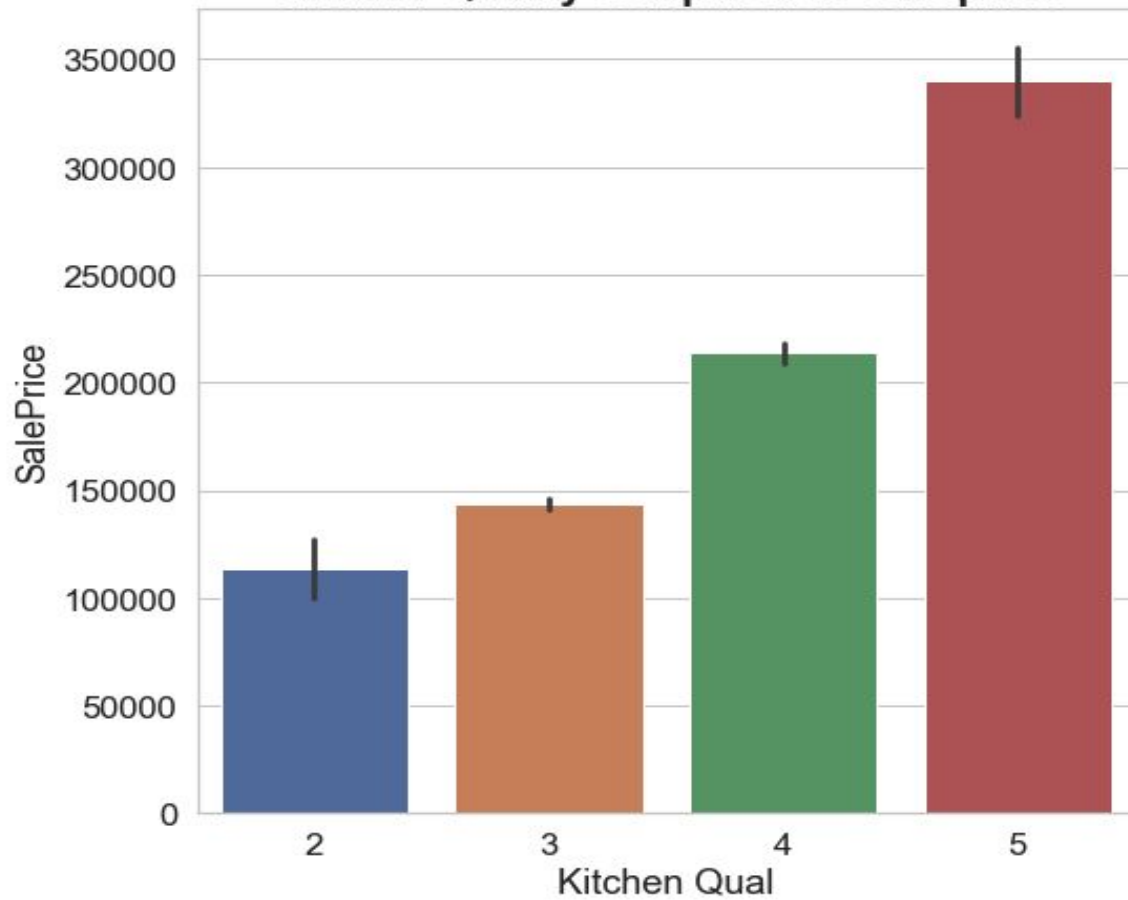




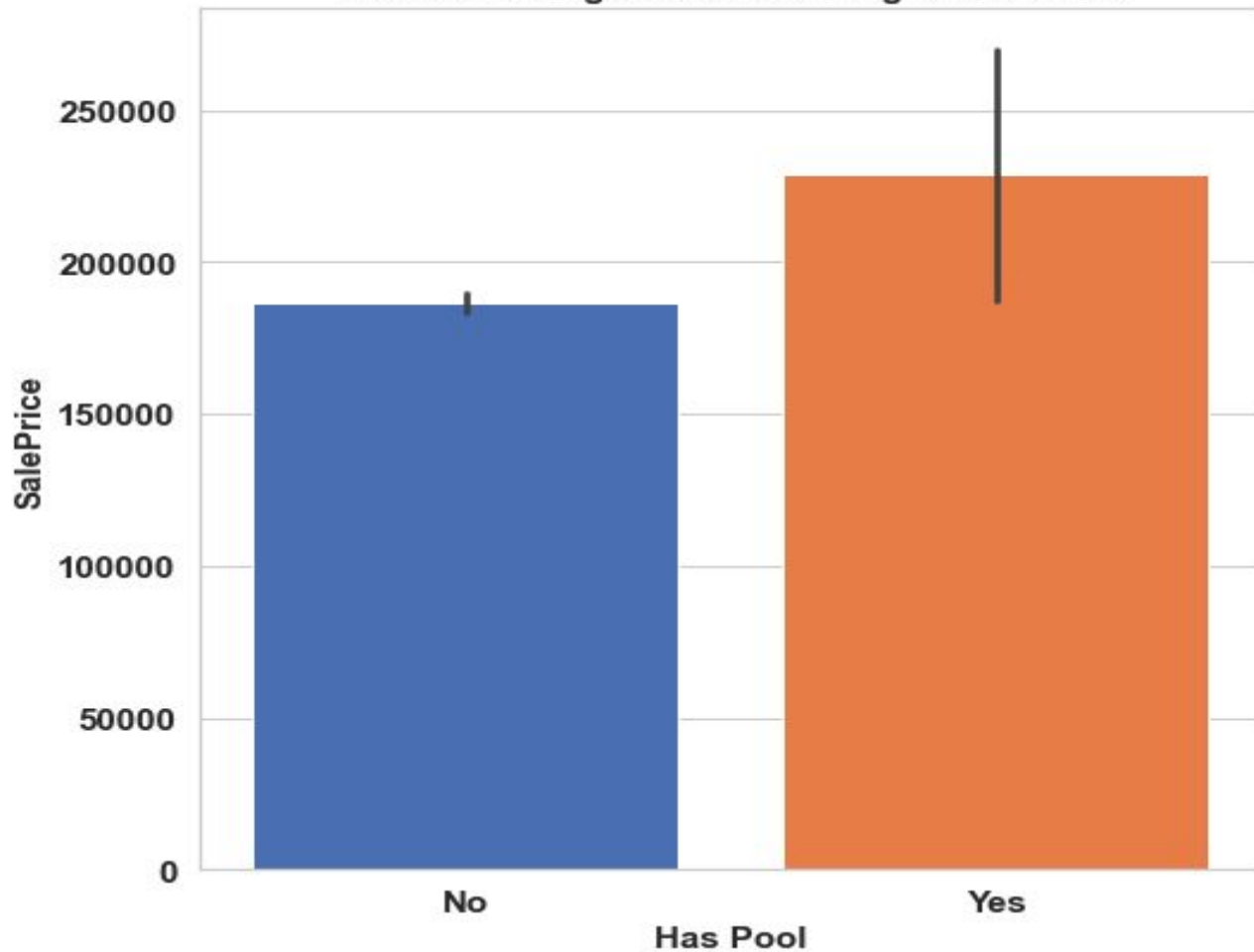
**How do certain features  
affect Sale Price?**



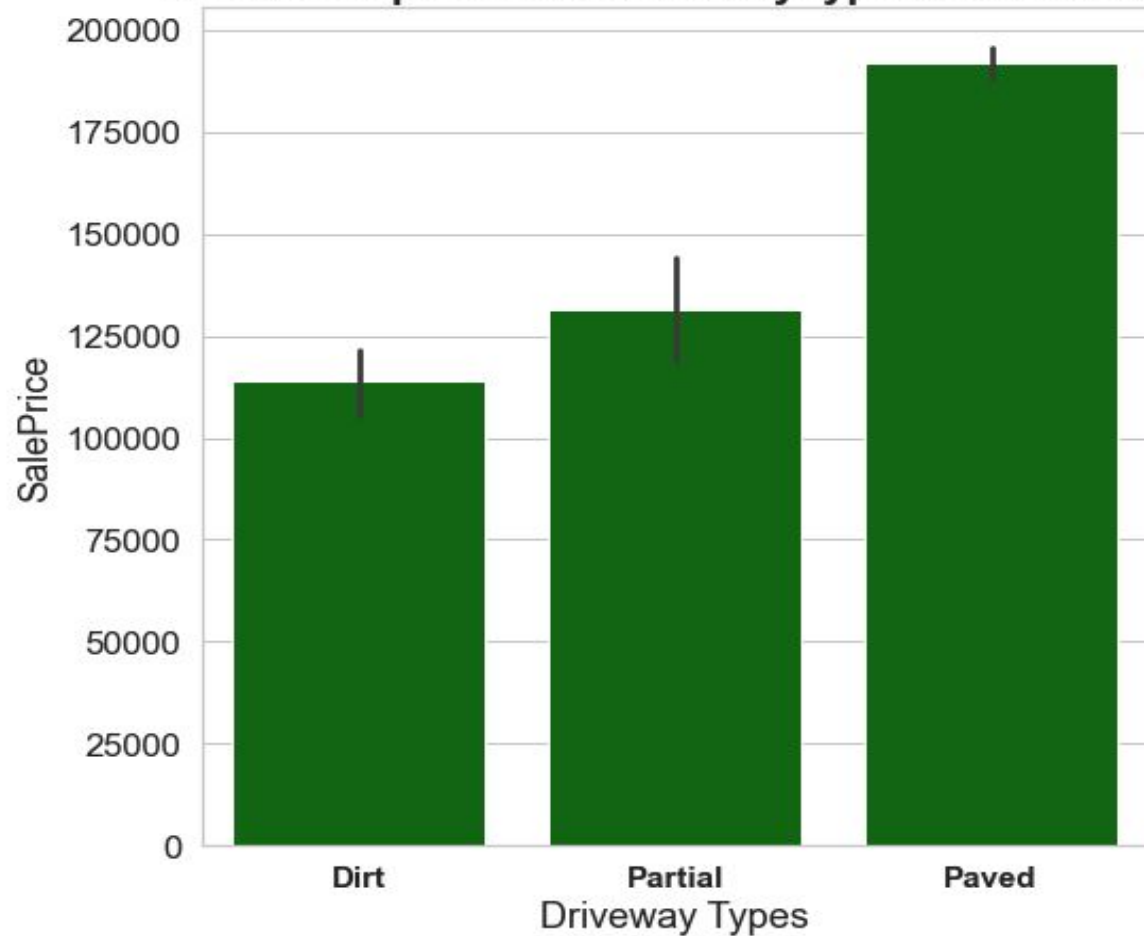
**Kitchen Quality compared to Sale price**



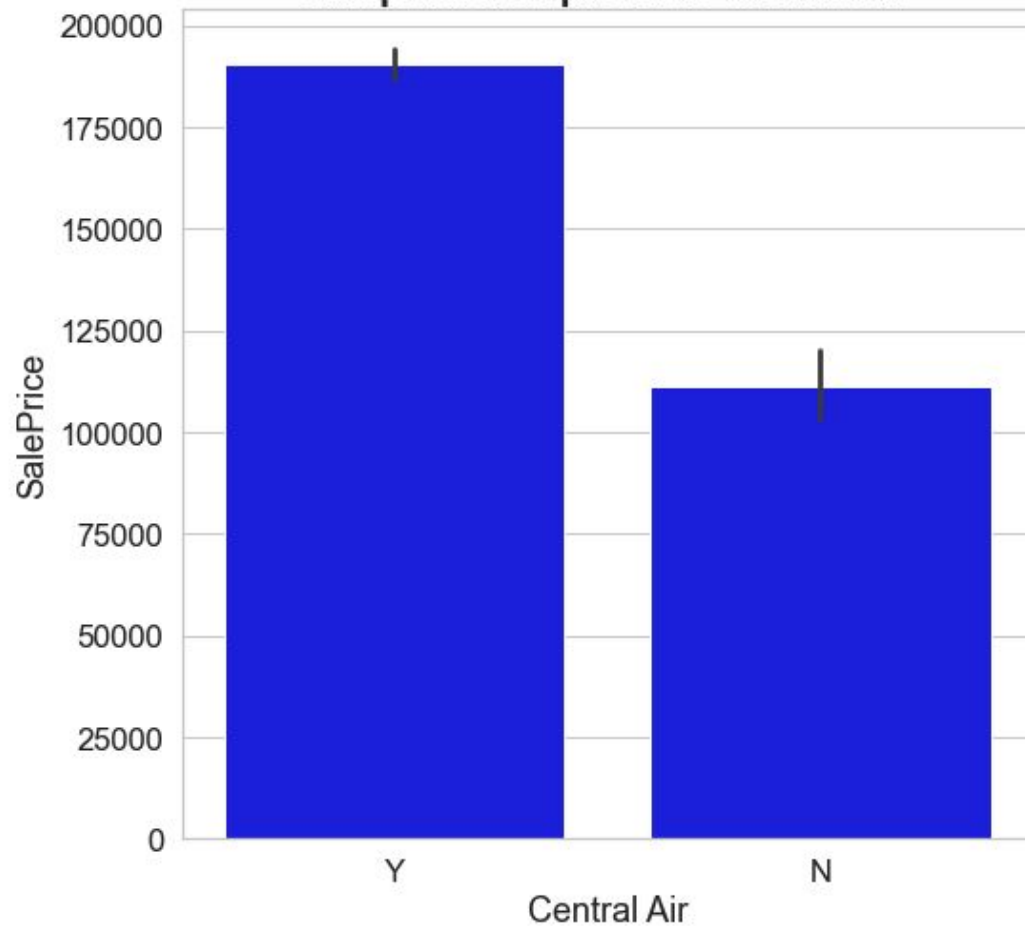
Effect of Having a Pool according to Sale Price



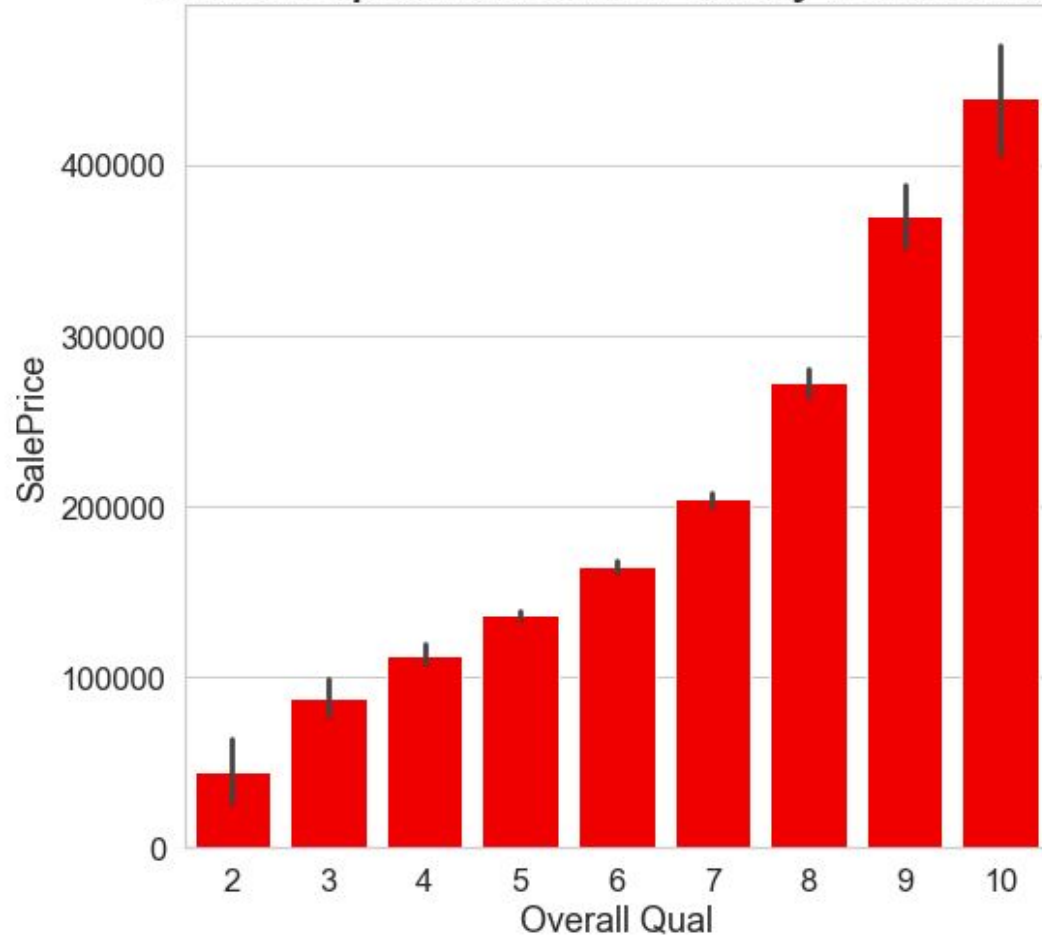
**Relationship between Driveway types to Sale Price**



**Saleprice compared to Central Air**



Relationship between Overall Quality and Sale Price



# Modeling scores:

	ridge_train	ridge_test	ridge_diff	lasso_train	lasso_test	lasso_diff	lr_train	lr_test	lr_diff
0	0.948	0.917	0.031	0.944	0.92	0.024	0.948	0.915	0.033

# Recommendations to homeowners looking to sell

- ❑ While the model I've created is good at giving an idea as to how we can increase the value of home, it doesn't tell the full picture
- ❑ Make improvements with suggestions listed in previous slides
- ❑ Location, Location, Location!
- ❑ Seller's Market
- ❑ List your home with a well informed real estate agent

# Conclusion:

- ❑ Overall, our firm was able to get a 92% prediction accuracy of home prices in Ames, IA based on the information we were given by the county's assessor's office.
- ❑ We would also be thrilled to offer our services for homeowners looking to sell their properties. We have some of the most qualified and leading agents in the industry who are well informed about the Ames, IA market and can further assist in getting an even more accurate price.
- ❑ We look forward to working with you



# Sources:

[https://en.wikipedia.org/wiki/Ames,\\_Iowa](https://en.wikipedia.org/wiki/Ames,_Iowa)

[https://www.realtor.com/realestateandhomes-search/Ames\\_IA/housing-market](https://www.realtor.com/realestateandhomes-search/Ames_IA/housing-market)

<https://www.britannica.com/place/Iowa-state/Climate>



Questions?