

The background is a dark gray gradient. It features several abstract, light gray circular elements. On the left, there is a large, partially visible circular scale with tick marks and numbers ranging from 140 to 260. To its right and slightly higher, there are smaller concentric circles with arrows indicating a clockwise direction. Another similar set of circles is located further up and to the right. The overall aesthetic is technical and modern.

AMES HOUSING DATA:

HOME FEATURES AND CORRESPONDING IMPACT ON SALE PRICE

Jennifer Brown
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OVERVIEW

- Introduction
- Background
- Findings
- Conclusions
- Recommendations

INTRODUCTION

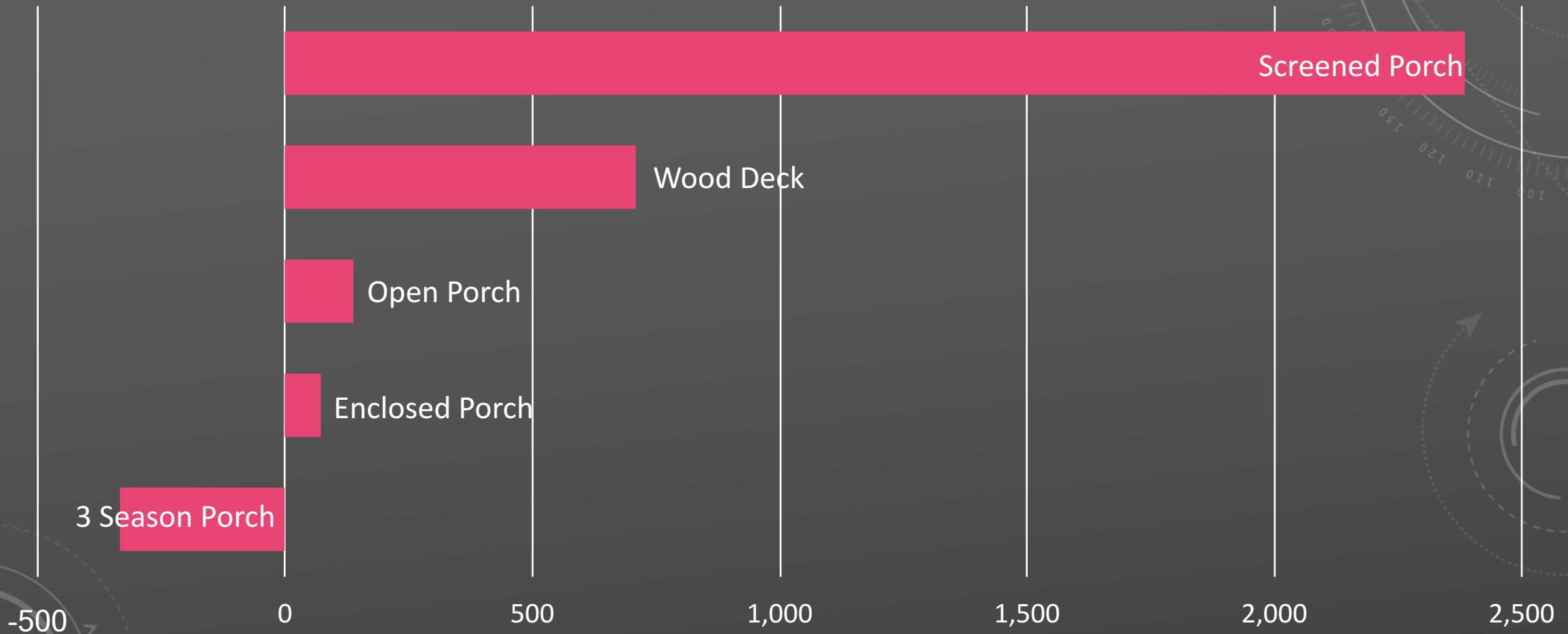
- Problem statement:
 - Home buyers interested in adding outdoor living space may need help deciding what type of space to add, if any. Should a Screened Porch, a Three-Season Porch, an Enclosed Porch, an Open Porch, or a Wood Deck be added and what subsequent impact can be expected on home sale price. Or, should home buyers consider other features?
- Importance?
- Audience

BACKGROUND

- Ames, Iowa housing data
 - Over 2000 training cases and 80 + home features to examine.
 - 2006 - 2010
- Data cleaning
- Modeling

Porches and Decks: Helpful or harmful?

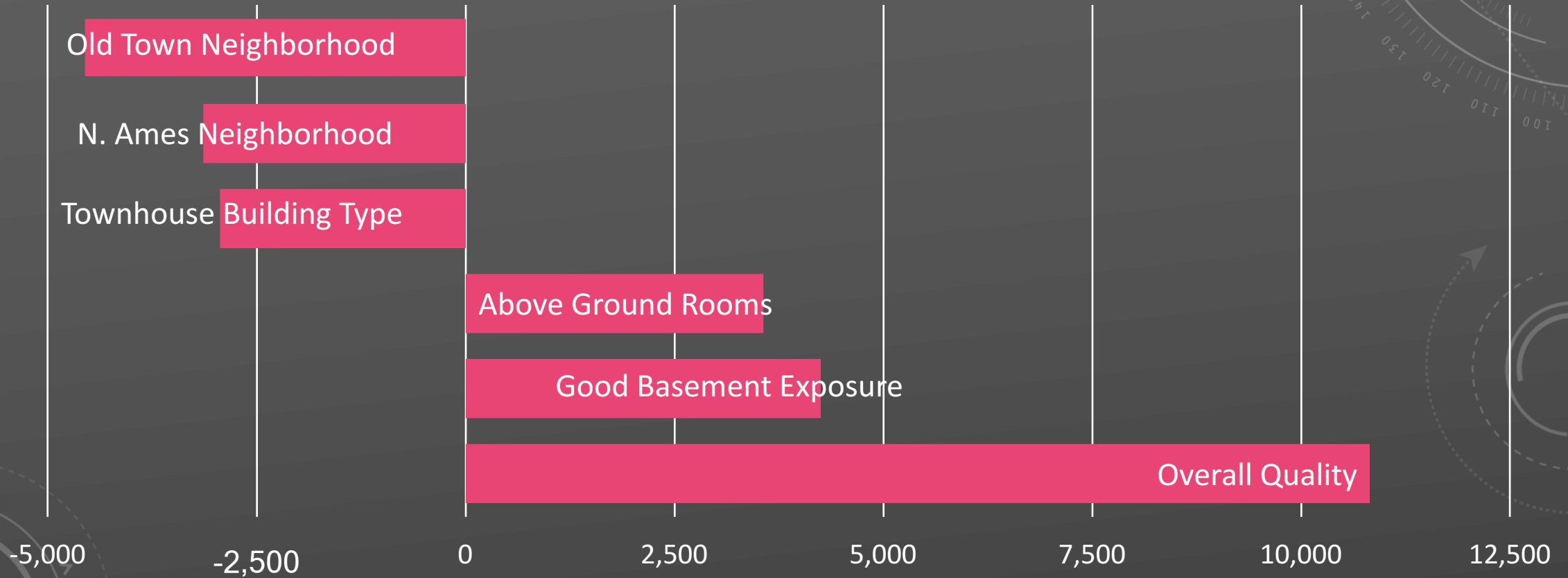
Impact of Porch / Deck Type on Sale Price



More bang for your buck?

Consider other home characteristics.

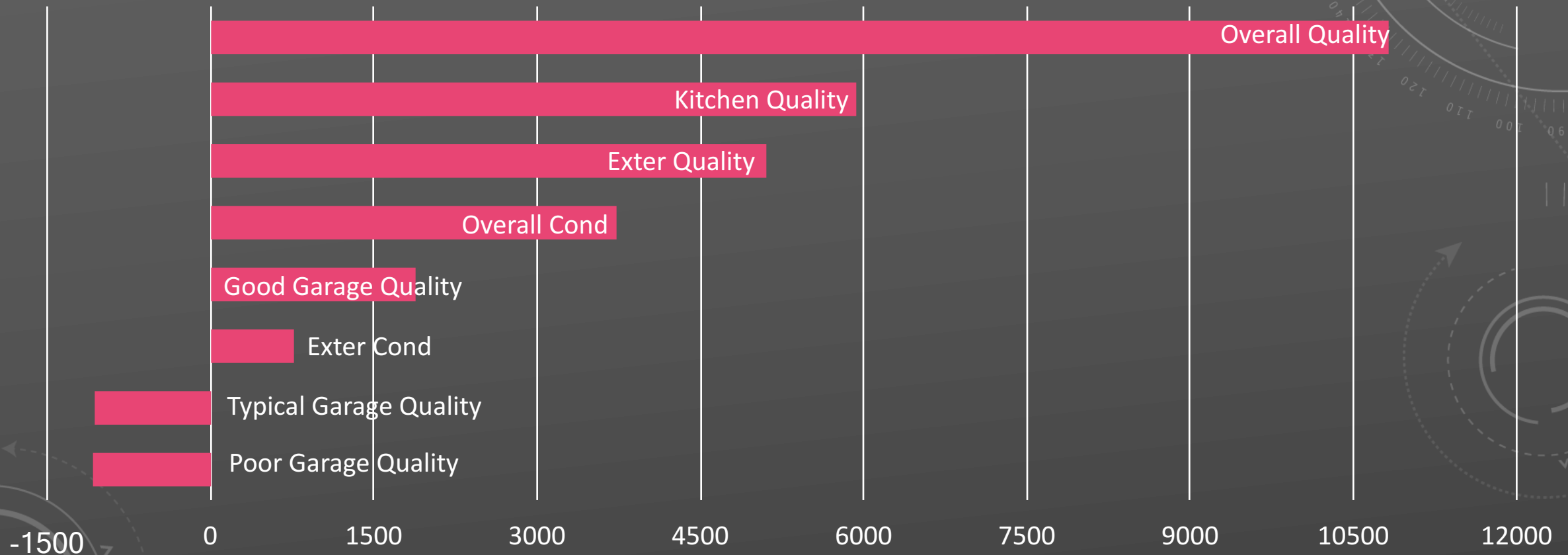
Impact of Home Features on Sale Price



More bang for your buck?

Consider quality and condition characteristics.

Impact of Home Features on Sale Price



CONCLUSIONS

- Porches and Decks
 - Small impact
- Neighborhoods matter
- Home quality measures matter

RECOMMENDATIONS

- Homeowners and potential homeowners should recognize the smaller impact of porches and decks on Sale Price.
- Recognize the importance of neighborhood, square footage, and quality / condition of features.
- Improve Quality and Condition features to impact Sale Price.
- Prediction ability in other cities may differ.



THANK YOU!

Questions?