

House Pricing Model

Submitted by:

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Internship 10

ACKNOWLEDGMENT

The internship opportunity I had with FlipRobo was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me though this project period.

I would like to thank our SME for suggesting this project and for his whole hearted cooperation and constant encouragement throughout the project.

INTRODUCTION

Business Problem Framing

Houses are one of the necessary need of each and every person around the globe and therefore housing and real estate market is one of the markets which is one of the major contributors in the world's economy. It is a very large market and there are various companies working in the domain. Data science comes as a very important tool to solve problems in the domain to help the companies increase their overall revenue, profits, improving their marketing strategies and focusing on changing trends in house sales and purchases. Predictive modelling, Market mix modelling, recommendation systems are some of the machine learning techniques used for achieving the business goals for housing companies. Our problem is related to one such housing company. A US-based housing company named Surprise Housing has decided to enter the Australian market. The company uses data analytics to purchase houses at a price below their actual values and flip them at a higher price. For the same purpose, the company has collected a data set from the sale of houses in Australia. The data is provided in the CSV file below. The company is looking at prospective properties to buy houses to enter the market. You are required to build a model using Machine Learning in order to predict the actual value of the prospective properties and decide whether to invest in them or not. For this company wants to know:

- Which variables are important to predict the price of variable?
- How do these variables describe the price of the house?

Review of Literature

Every single organization in today's real estate business is operating fruitfully to achieve a competitive edge over alternative competitors. There is a need to simplify the process for a normal human being while providing the best results. This paper proposes a system that predicts house prices using a regression machine

learning algorithm. In case you're going to sell a house, you have to recognize what sticker price to put on it. What's more, a PC calculation can give you a precise gauge!. This regression model is built not only for predicting the price of the house which is ready for sale but also for houses that are under construction. Regression is a machine learning apparatus that encourages you to make expectations by taking in - from the current measurable information - the connections between your target parameter and a lot of different independent parameters. As per this definition, a house's cost relies upon parameters, for example, the number of rooms, living region, area, and so forth. On the off chance that we apply counterfeit figuring out how to these parameters, we can compute house valuations in a given land region. The target feature in this proposed model is the price of the real estate property and the independent features are: no. of bedrooms, no. of bathrooms, carpet area, built-up area, the floor, age of the property. Other than those of the mentioned features, which are generally required for predicting the house prices. The whole implementation is done using the python programming language. For the construction of the predictive model, a Decision tree regressor is used from the "Scikit-learn" machine learning library.

Motivation for the Problem Undertaken

You are required to model the price of houses with the available independent variables. This model will then be used by the management to understand how exactly the prices vary with the variables. They can accordingly manipulate the strategy of the firm and concentrate on areas that will yield high returns. Further, the model will be a good way for the management to understand the pricing dynamics of a new market.

Analytical Problem Framing

Mathematical/ Analytical Modeling of the Problem

Machine Learning is defined by Tom Mitchell in his book as "A computer program is said to learn from experience E with respect to some class of tasks T and performance measure P, if its performance at tasks in T, as measured by P, improves with experience E". Supervised learning is when the output is known for the corresponding inputs, and is also provided for the machine to learn.

Data Sources and their formats

The data is provided to us from our client database. It is hereby given to us for model the price of houses with the available independent variables. It is given in the csv file format.

MSSubClass: Identifies the type of dwelling involved in the sale.

```
201-STORY 1946 & NEWER ALL STYLES
301-STORY 1945 & OLDER
40 1-STORY W/FINISHED ATTIC ALL AGES
45 1-1/2 STORY - UNFINISHED ALL AGES
501-1/2 STORY FINISHED ALL AGES
602-STORY 1946 & NEWER
702-STORY 1945 & OLDER
752-1/2 STORY ALL AGES
80 SPLIT OR MULTI-LEVEL
85 SPLIT FOYER
90 DUPLEX - ALL STYLES AND AGES
1201-STORY PUD (Planned Unit Development) - 1946 & NEWER
1501-1/2 STORY PUD - ALL AGES
160
        2-STORY PUD - 1946 & NEWER
        PUD - MULTILEVEL - INCL SPLIT LEV/FOYER
180
        2 FAMILY CONVERSION - ALL STYLES AND AGES
```

MSZoning: Identifies the general zoning classification of the sale.

A Agriculture

190

C Commercial

FV Floating Village Residential

I Industrial

RH Residential High Density

RL Residential Low Density

RP Residential Low Density Park

RM Residential Medium Density

LotFrontage: Linear feet of street connected to property

LotArea: Lot size in square feet

Street: Type of road access to property

Grvl Gravel Pave Paved

Alley: Type of alley access to property

Grvl Gravel Pave Paved

NA No alley access

LotShape: General shape of property

Reg Regular IR1Slightly irregular

IR2Moderately Irregular

IR3Irregular

LandContour: Flatness of the property

Lvl Near Flat/Level

Bnk Banked - Quick and significant rise from street grade to building

HLS Hillside - Significant slope from side to side

Low Depression

Utilities: Type of utilities available

AllPub All public Utilities (E,G,W,&S)

NoSewr Electricity, Gas, and Water (Septic Tank)

NoSeWa Electricity and Gas Only

ELO Electricity only

LotConfig: Lot configuration

Inside Inside lot Corner Corner lot CulDSac Cul-de-sac

FR2 Frontage on 2 sides of property FR3 Frontage on 3 sides of property

LandSlope: Slope of property

Gtl Gentle slope

Mod Moderate Slope Sev Severe Slope

Neighborhood: Physical locations within Ames city limits

Blmngtn Bloomington Heights

Blueste Bluestem
BrDale Briardale
BrkSide Brookside
ClearCr Clear Creek
CollgCr College Creek

Crawfor Crawford Edwards Edwards Gilbert Gilbert

IDOTRR Iowa DOT and Rail Road MeadowV Meadow Village

Mitchell Mitchell

Names North Ames NoRidge Northridge

NPkVill Northpark Villa

NridgHt Northridge Heights NWAmes Northwest Ames

OldTown Old Town

SWISU South & West of Iowa State University

Sawyer Sawyer

SawyerWSawyer West

Somerst Somerset

StoneBr Stone Brook Timber Timberland

Veenker Veenker

Condition1: Proximity to various conditions

Artery Adjacent to arterial street

Feedr Adjacent to feeder street

Norm Normal

RRNn Within 200' of North-South Railroad RRAn Adjacent to North-South Railroad

PosN Near positive off-site feature--park, greenbelt, etc.

PosA Adjacent to postive off-site feature RRNe Within 200' of East-West Railroad RRAe Adjacent to East-West Railroad

Condition2: Proximity to various conditions (if more than one is present)

Artery Adjacent to arterial street Feedr Adjacent to feeder street

Norm Normal

RRNn Within 200' of North-South Railroad RRAn Adjacent to North-South Railroad

PosN Near positive off-site feature--park, greenbelt, etc.

PosA Adjacent to postive off-site feature RRNe Within 200' of East-West Railroad RRAe Adjacent to East-West Railroad

BldgType: Type of dwelling

1Fam Single-family Detached

2FmCon Two-family Conversion; originally built as one-family

dwelling

Duplx Duplex

TwnhsE Townhouse End Unit
TwnhsI Townhouse Inside Unit

HouseStyle: Style of dwelling

1Story One story

1.5Fin One and one-half story: 2nd level finished1.5Unf One and one-half story: 2nd level unfinished

2Story Two story

2.5Fin Two and one-half story: 2nd level finished2.5Unf Two and one-half story: 2nd level unfinished

SFoyer Split Foyer SLvl Split Level

OverallQual: Rates the overall material and finish of the house

10 Very Excellent

9 Excellent

- 8 Very Good
- 7 Good
- 6 Above Average
- 5 Average
- 4 Below Average
- 3 Fair
- 2 Poor
- 1 Very Poor

OverallCond: Rates the overall condition of the house

- 10 Very Excellent
- 9 Excellent
- 8 Very Good
- 7 Good
- 6 Above Average
- 5 Average
- 4 Below Average
- 3 Fair
- 2 Poor
- 1 Very Poor

YearBuilt: Original construction date

YearRemodAdd: Remodel date (same as construction date if no remodeling or additions)

RoofStyle: Type of roof

Flat Flat

Gable Gable

Gambrel Gabrel (Barn)

Hip Hip

Mansard Mansard

Shed Shed

RoofMatl: Roof material

ClyTile Clay or Tile

CompShgStandard (Composite) Shingle

Membran Membrane

Metal Metal

Roll Roll

Tar&Grv Gravel & Tar

WdShakeWood Shakes WdShngl Wood Shingles

Exterior1st: Exterior covering on house

AsbShng Asbestos Shingles

AsphShn Asphalt Shingles

BrkComm Brick Common

BrkFace Brick Face

CBlock Cinder Block

CemntBd Cement Board

HdBoard Hard Board

ImStucc Imitation Stucco

MetalSd Metal Siding

Other Other

Plywood Plywood

PreCast PreCast

Stone Stone

Stucco Stucco

VinylSd Vinyl Siding

Wd Sdng Wood Siding

WdShing Wood Shingles

Exterior2nd: Exterior covering on house (if more than one material)

AsbShng Asbestos Shingles

AsphShn Asphalt Shingles

BrkComm Brick Common

BrkFace Brick Face

CBlock Cinder Block

CemntBd Cement Board

HdBoard Hard Board

ImStucc Imitation Stucco

MetalSd Metal Siding

Other Other

Plywood Plywood

PreCast PreCast

Stone Stone

Stucco Stucco

VinylSd Vinyl Siding

Wd Sdng Wood Siding

WdShing Wood Shingles

MasVnrType: Masonry veneer type

BrkCmn Brick Common

BrkFace Brick Face CBlock Cinder Block

None None Stone Stone

MasVnrArea: Masonry veneer area in square feet

ExterQual: Evaluates the quality of the material on the exterior

Ex Excellent

Gd Good

TA Average/Typical

Fa Fair

Po Poor

ExterCond: Evaluates the present condition of the material on the exterior

Ex Excellent

Gd Good

TA Average/Typical

Fa Fair

Po Poor

Foundation: Type of foundation

BrkTil Brick & Tile CBlock Cinder Block

PConc Poured Contrete

Slab Slab Stone Stone Wood Wood

BsmtQual: Evaluates the height of the basement

Ex Excellent (100+ inches)

Gd Good (90-99 inches)

TA Typical (80-89 inches)

Fa Fair (70-79 inches)

Po Poor (<70 inches

NA No Basement

BsmtCond: Evaluates the general condition of the basement

Ex Excellent

Gd Good

TA Typical - slight dampness allowed

Fa Fair - dampness or some cracking or settling

Po Poor - Severe cracking, settling, or wetness

NA No Basement

BsmtExposure: Refers to walkout or garden level walls

Gd Good Exposure

Av Average Exposure (split levels or foyers typically score average or above)

Mn Mimimum Exposure

No No Exposure

NA No Basement

BsmtFinType1: Rating of basement finished area

GLQ Good Living Quarters

ALQ Average Living Quarters

BLQ Below Average Living Quarters

Rec Average Rec Room

LwQ Low Quality

Unf Unfinshed

NA No Basement

BsmtFinSF1: Type 1 finished square feet

BsmtFinType2: Rating of basement finished area (if multiple types)

GLQ Good Living Quarters

ALQ Average Living Quarters

BLQ Below Average Living Quarters

Rec Average Rec Room

LwQ Low Quality Unf Unfinshed

NA No Basement

BsmtFinSF2: Type 2 finished square feet

BsmtUnfSF: Unfinished square feet of basement area

TotalBsmtSF: Total square feet of basement area

Heating: Type of heating

Floor Floor Furnace

GasA Gas forced warm air furnace GasW Gas hot water or steam heat

Grav Gravity furnace

OthW Hot water or steam heat other than gas

Wall Wall furnace

Heating QC: Heating quality and condition

Ex Excellent Gd Good

TA Average/Typical

Fa Fair Po Poor

CentralAir: Central air conditioning

N No Y Yes

Electrical: Electrical system

SBrkr Standard Circuit Breakers & Romex

FuseA Fuse Box over 60 AMP and all Romex wiring (Average)

FuseF 60 AMP Fuse Box and mostly Romex wiring (Fair)

FuseP 60 AMP Fuse Box and mostly knob & tube wiring (poor)

Mix Mixed

1stFlrSF: First Floor square feet

2ndFlrSF: Second floor square feet

LowQualFinSF: Low quality finished square feet (all floors)

GrLivArea: Above grade (ground) living area square feet

BsmtFullBath: Basement full bathrooms

BsmtHalfBath: Basement half bathrooms

FullBath: Full bathrooms above grade

HalfBath: Half baths above grade

Bedroom: Bedrooms above grade (does NOT include basement bedrooms)

Kitchen: Kitchens above grade

KitchenQual: Kitchen quality

Ex Excellent Gd Good

TA Typical/Average

Fa Fair Po Poor

TotRmsAbvGrd: Total rooms above grade (does not include bathrooms)

Functional: Home functionality (Assume typical unless deductions are warranted)

Тур **Typical Functionality** Minor Deductions 1 Min1 Min2 Minor Deductions 2 Mod **Moderate Deductions Major Deductions 1** Mai1 **Major Deductions 2** Maj2 Severely Damaged Sev Sal Salvage only

Fireplaces: Number of fireplaces

FireplaceQu: Fireplace quality

Ex Excellent - Exceptional Masonry Fireplace

Gd Good - Masonry Fireplace in main level

TA Average - Prefabricated Fireplace in main living area or Masonry

Fireplace in basement

Fa Fair - Prefabricated Fireplace in basement

Po Poor - Ben Franklin Stove

NA - No Fireplace

GarageType: Garage location

2Types More than one type of garage

Attchd Attached to home Basment Basement Garage

BuiltIn Built-In (Garage part of house - typically has room above

garage)

CarPort Car Port

Detchd Detached from home

NA No Garage

GarageYrBlt: Year garage was built

GarageFinish: Interior finish of the garage

Fin Finished

RFn Rough Finished

Unf Unfinished NA No Garage

GarageCars: Size of garage in car capacity

GarageArea: Size of garage in square feet

Garage Qual: Garage quality

Ex Excellent

Gd Good

TA Typical/Average

Fa Fair

Po Poor

NA No Garage

GarageCond: Garage condition

Ex Excellent

Gd Good

TA Typical/Average

Fa Fair

Po Poor

NA No Garage

PavedDrive: Paved driveway

Y Paved

P Partial Pavement

N Dirt/Gravel

WoodDeckSF: Wood deck area in square feet

OpenPorchSF: Open porch area in square feet

EnclosedPorch: Enclosed porch area in square feet

3SsnPorch: Three season porch area in square feet

ScreenPorch: Screen porch area in square feet

PoolArea: Pool area in square feet

PoolQC: Pool quality

Ex Excellent

Gd Good

TA Average/Typical

Fa Fair

NA No Pool

Fence: Fence quality

GdPrv Good Privacy

MnPrv Minimum Privacy

GdWo Good Wood

MnWw Minimum Wood/Wire

NA No Fence

MiscFeature: Miscellaneous feature not covered in other categories

Elev Elevator

Gar2 2nd Garage (if not described in garage section)

Othr Other

Shed Shed (over 100 SF)

TenC Tennis Court

NA None

MiscVal: \$Value of miscellaneous feature

MoSold: Month Sold (MM)

YrSold: Year Sold (YYYY)

SaleType: Type of sale

WD Warranty Deed - Conventional

CWD Warranty Deed - Cash VWD Warranty Deed - VA Loan New Home just constructed and sold

COD Court Officer Deed/Estate

Con Contract 15% Down payment regular terms
ConLw Contract Low Down payment and low interest

ConLI Contract Low Interest ConLD Contract Low Down

Oth Other

SaleCondition: Condition of sale

Normal Normal Sale

Abnorml Abnormal Sale - trade, foreclosure, short sale

AdjLand Adjoining Land Purchase

Alloca Allocation - two linked properties with separate deeds,

typically condo with a garage unit

Family Sale between family members

Partial Home was not completed when last assessed (associated

with New Homes)

Data Pre-processing Done

Data pre-processing is the process of cleaning our data set. There might be missing values or outliers in the dataset. These can be handled by data cleaning. If there are many missing values in a variable we will drop those values or substitute it with the average value.

Data Exploration

Data Exploration is the key to getting insights from data.

Practitioners say a good data exploration strategy can solve even complicated problems in a few hours. A good data exploration strategy comprises the following:

- 1. **Univariate Analysis** It is used to visualize one variable in one plot. Examples: histogram, density plot, etc.
- 2. **Bivariate Analysis** It is used to visualize two variables (x and y axis) in one plot. Examples: bar chart, line chart, area chart, etc.
- 3. **Multivariate Analysis** As the name suggests, it is used to visualize more than two variables at once. Examples: stacked bar chart, dodged bar chart, etc.

4. **Cross Tables** -They are used to compare the behavior of two categorical variables (used in pivot tables as well).

Data Inputs- Logic- Output Relationships

Some factors which I can think of that directly influence house prices are the following:

- Area of House
- How old is the house
- Location of the house
- How close/far is the market
- Connectivity of house location with transport
- How many floors does the house have
- What material is used in the construction
- Water /Electricity availability
- Play area / parks for kids (if any)
- If terrace is available
- If car parking is available
- If security is available

Hardware and Software Requirements and Tools Used

Hardware: Since the computational aspect of the project is of importance to PANDA, it is important to know the hardware that was used in the evaluation process. The training and evaluation of the neural network model has been done on a Windows 10 computer using a quad-core CPU at i3.

Software: Anaconda 3, Windows 10, Microsoft office.

Tools used: Python, Machine learning libraries.

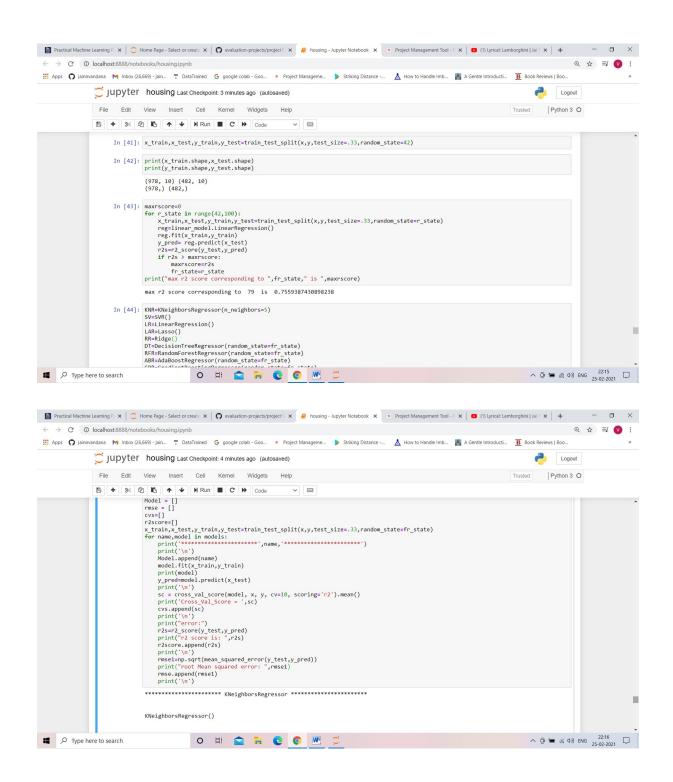
Model/s Development and Evaluation

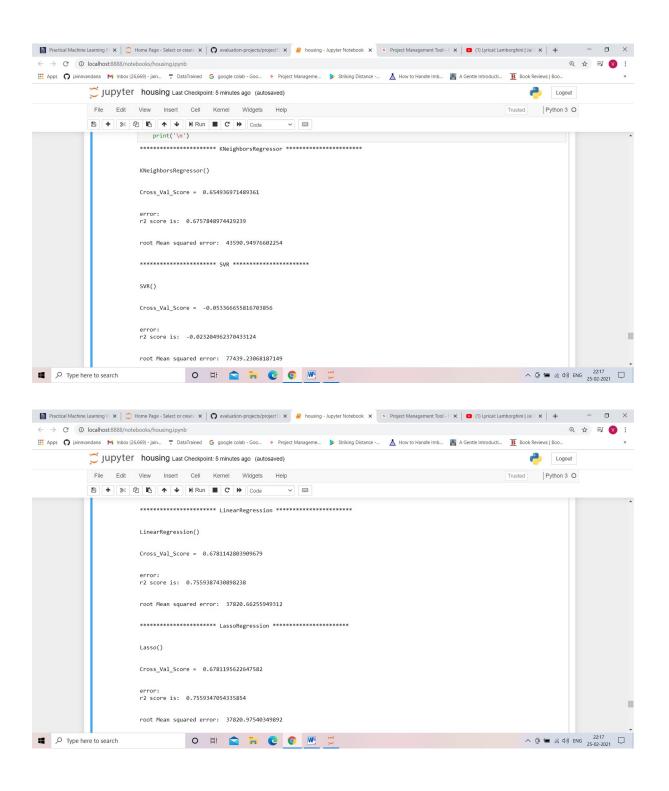
- Identification of possible problem-solving approaches (methods)
 - K Neighbors Regressor: The K-Nearest Neighbors algorithm uses the entire data set as the training set, rather than splitting the data set into a training set and test set. When an outcome is required for a new data instance, the KNN algorithm goes through the entire data set to find the k-nearest instances to the new instance, or the k number of instances most similar to the new record, and then outputs the mean of the outcomes (for a regression problem) or the mode (most frequent class) for a classification problem. The value of k is user-specified.
 - Support Vector Regression: Support Vector Machine (SVM) is another most powerful algorithm with strong theoretical foundations based on the Vapnik-Chervonenkis theory, as defined by Oracle docs. This supervised machine learning algorithm has strong regularization and can be leveraged both for classification or regression challenges. They are characterized by usage of kernels, the sparseness of the solution and the capacity control gained by acting on the margin, or on number of support vectors, etc. The capacity of the system is controlled by parameters that do not depend on the dimensionality of feature space. Since the SVM algorithm operates natively on numeric attributes, it uses a z-score normalization on numeric attributes.

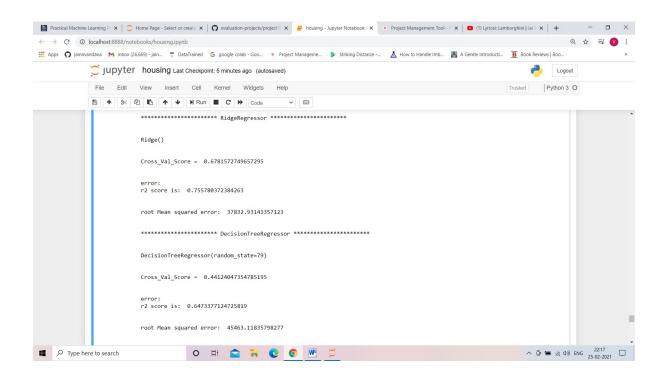
- Linear Regression: linear regression is a statistical method that enables users to summarise and study relationships between two continuous (quantitative) variables. Linear regression is a linear model wherein a model that assumes a linear relationship between the input variables (x) and the single output variable (y). Here the y can be calculated from a linear combination of the input variables (x). When there is a single input variable (x), the method is called a simple linear regression. When there are multiple input variables, the procedure is referred as multiple linear regression.
- Lasso Regression: LASSO stands for Least Absolute Selection Shrinkage Operator wherein shrinkage is defined as a constraint on parameters. The goal of lasso regression is to obtain the subset of predictors that minimize prediction error for a quantitative response variable. The algorithm operates by imposing a constraint on the model parameters that causes regression coefficients for some variables to shrink toward a zero.
- Ridge Regression: Ridge Regression is a technique used when the data suffers from multicollinearity (independent variables are highly correlated). In multicollinearity, even though the least squares estimates (OLS) are unbiased, their variances are large which deviates the observed value far from the true value. By adding a degree of bias to the regression estimates, ridge regression reduces the standard errors.
- Decision Tree Regressor: Decision tree methods construct a model of decisions made based on actual values of attributes in the data. Decisions fork in tree structures until a prediction decision is made for a given record. Decision trees are trained on data for classification and regression problems. Decision trees are often fast and accurate and a big favorite in machine learning.
- Random Forest Regressor: Unlike a decision tree, where each node is split on the best feature that minimizes error, in Random Forests, we choose a random selection of

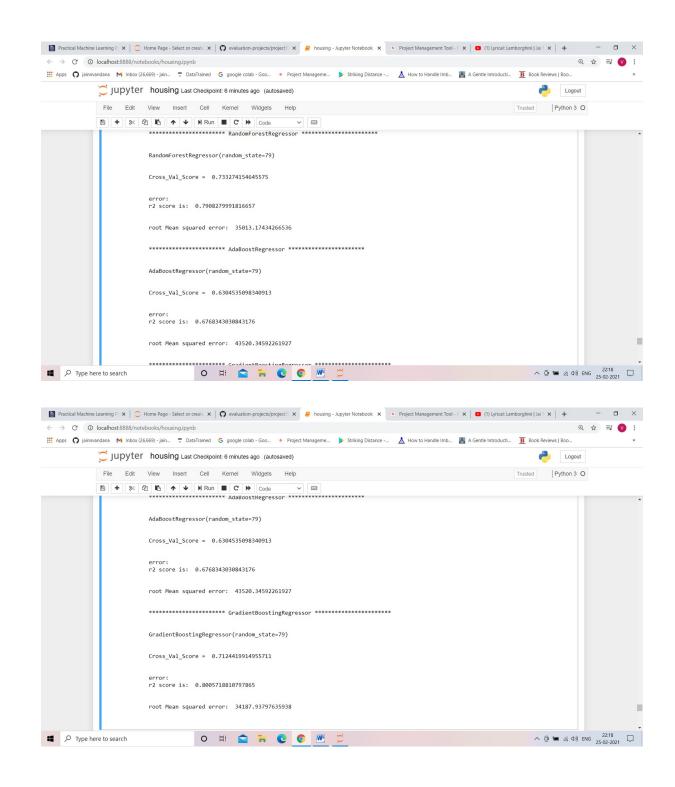
features for constructing the best split. The reason for randomness is: even with bagging, when decision trees choose the best feature to split on, they end up with similar structure and correlated predictions. But bagging after splitting on a random subset of features means less correlation among predictions from subtrees.

- AdaBoost Regressor : Adaboost stands for Adaptive Boosting. Bagging is a parallel ensemble because each model is built independently. On the other hand, boosting is a sequential ensemble where each model is built based on correcting the misclassifications of the previous model.
- Gradient Boosting Regressor: Gradient boosting Regression calculates the difference between the current prediction and the known correct target value. This difference is called residual. After that Gradient boosting Regression trains a weak model that maps features to that residual. This residual predicted by a weak model is added to the existing model input and thus this process nudges the model towards the correct target. Repeating this step again and again improves the overall model prediction.
- Run and Evaluate selected models

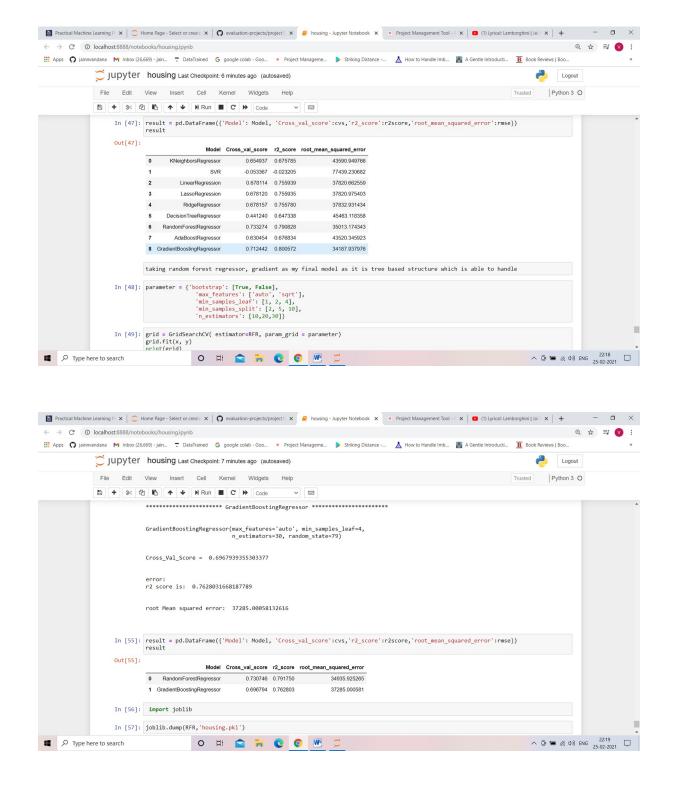




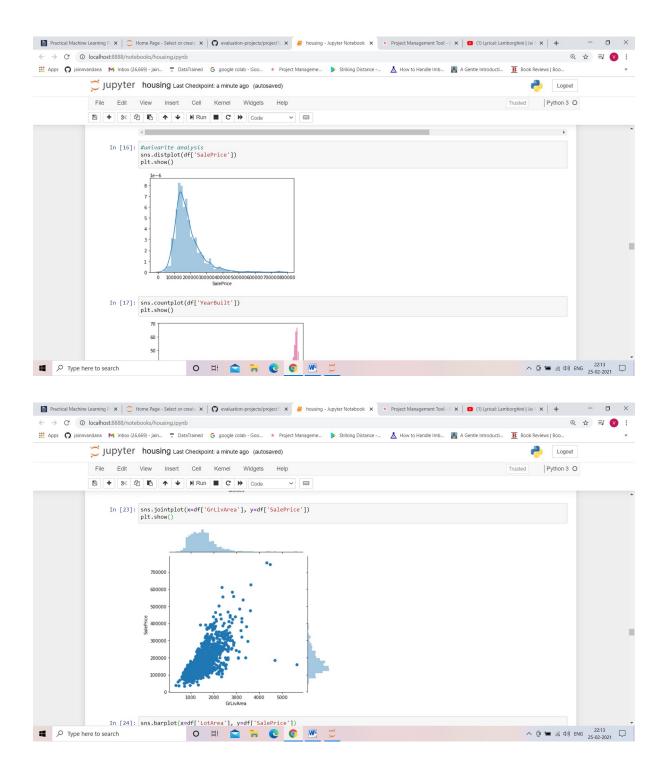


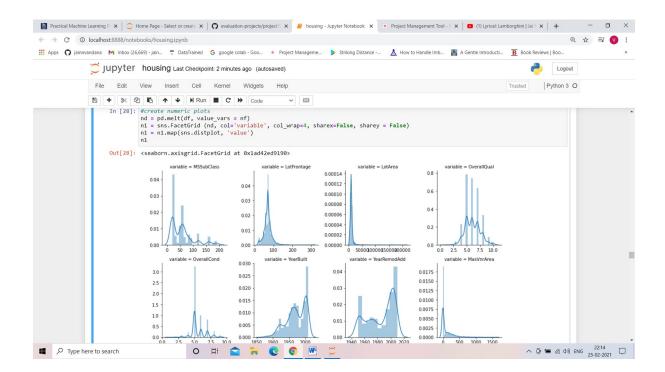


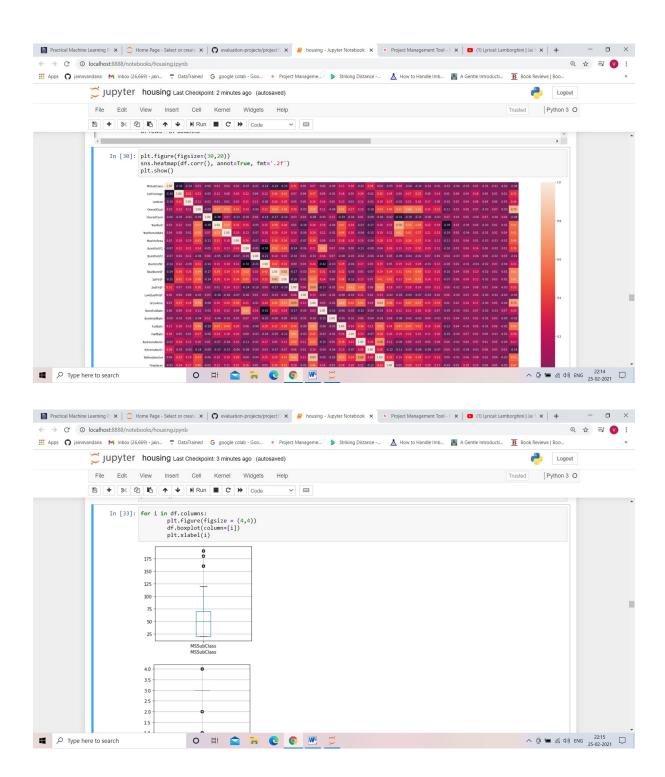
 Key Metrics for success in solving problem under consideration



Visualizations

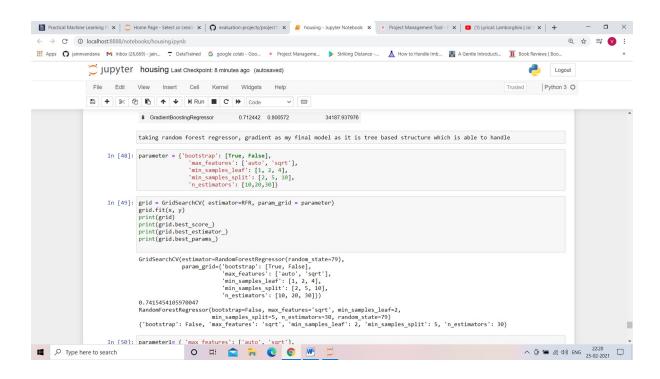


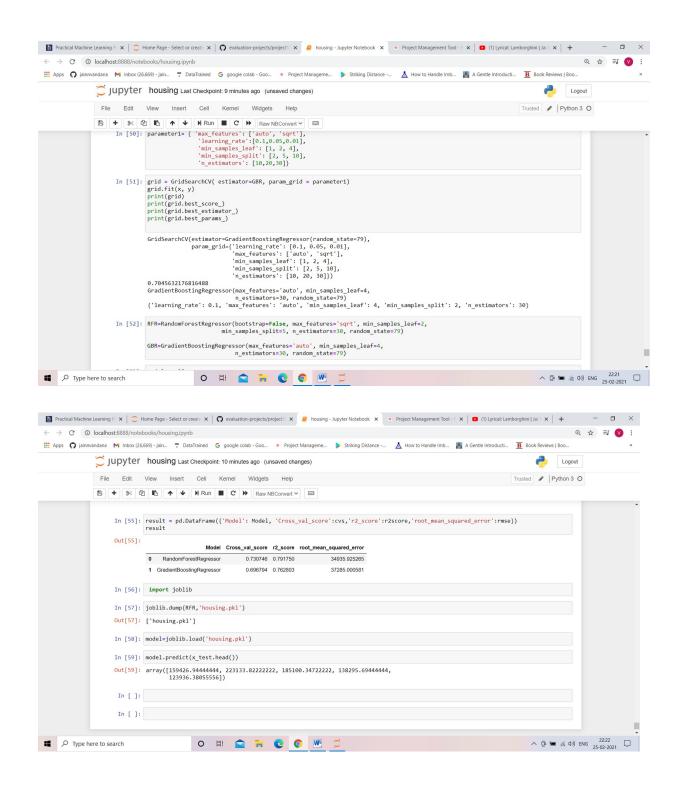




Interpretation of the Results

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CONCLUSION

Here, we used PCA because it is use to reduce the no of independent features. It is a statistical procedure that allows

you to summarize the information content in large data tables by means of a smaller set of "summary indices" that can be more easily visualized and analyzed. And using standard scaller with it provides the best dataset for modelling.

We can see that all the regression models performed but Random forest Regressor and Gradient boosting Regressor performed well amongst them.

After hypertunning these two regressor we can analysis that best performer is Random Forest Regressor.