



Garages Galore in Ames, Iowa

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Date: 15th May 2020



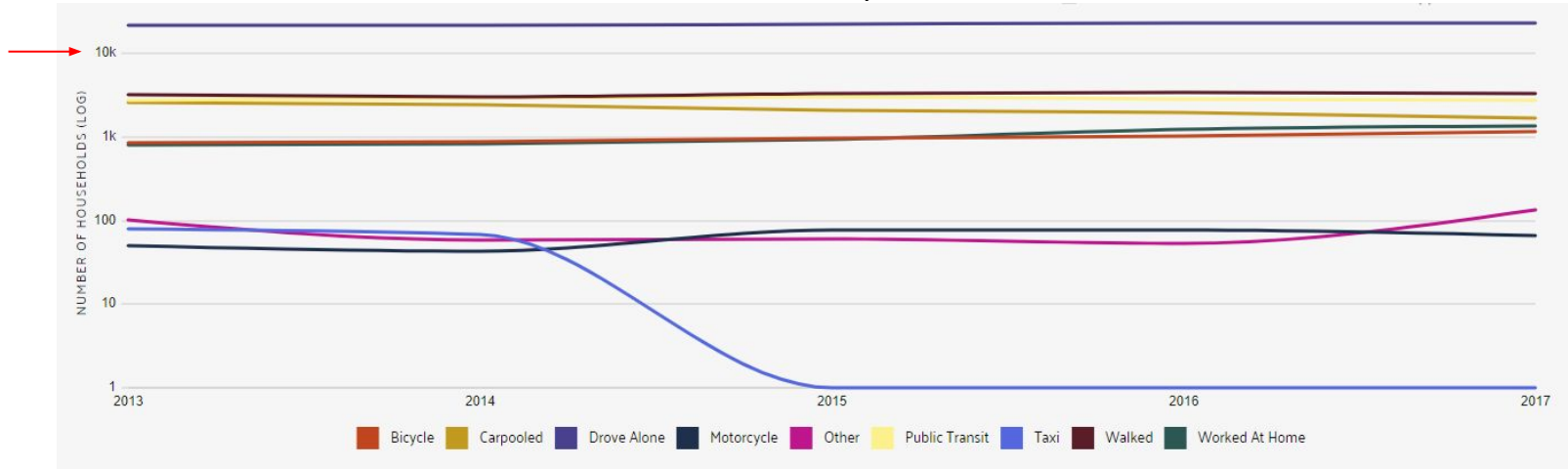
Overview

1. **Problem Statement** - Increase sale value of houses by improving garages.
2. **Background** - Why do houses in Ames need garages? What kind of garages improve sell value the best?
3. **Marketing** - Who are we selling our model to?
4. **Recommendations**

Cars, Commutes, and Couples

The average person in Ames, Iowa has 2 cars and 69% of people commute to work via driving.

Commuter Transportation



We're Confident in our Confidence (Interval)

- Housing data specific to Ames, IA was gathered and explored to generate a sale price statistical model.
- The model will be marketed to individuals who want to increase the values of their homes.



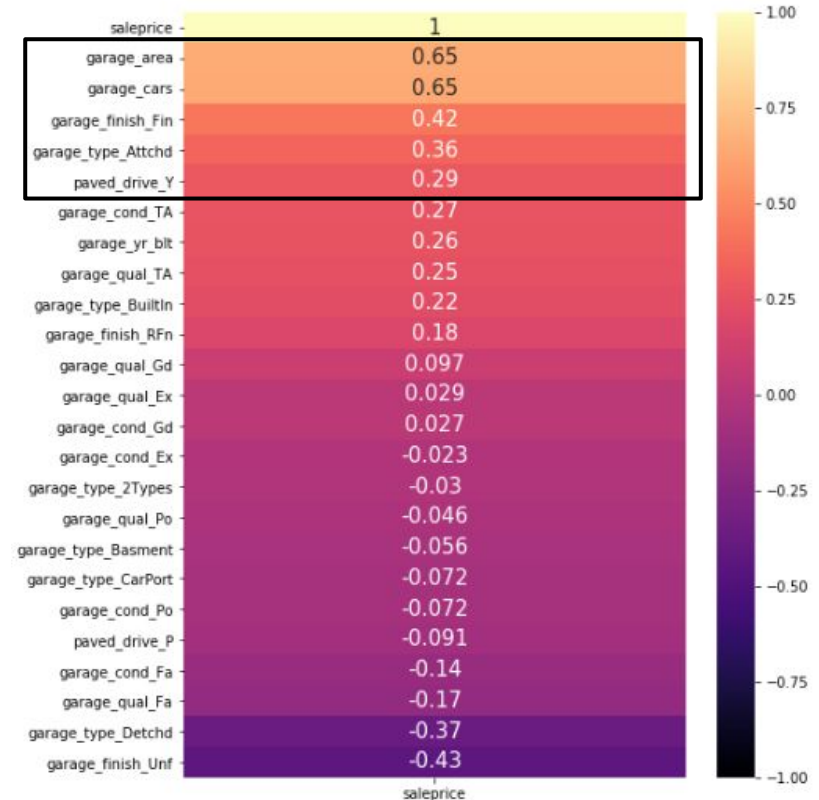
Robust is Ro-best! Garage Features for Success

Correlations for different garage features as it pertains to the house sale price.

The closer the number is to 1 the stronger the relationship.

The strongest features are:

- Garage Area (Square footage)
- Garage Cars
- Garage Finish (Finished)
- Garage Type (Attached)
- Paved Driveway



The Platonic Ideal of Garages in Ames, IA

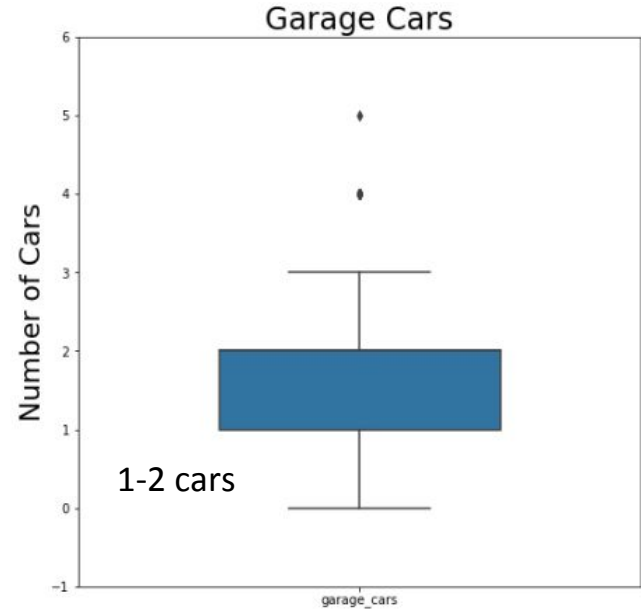
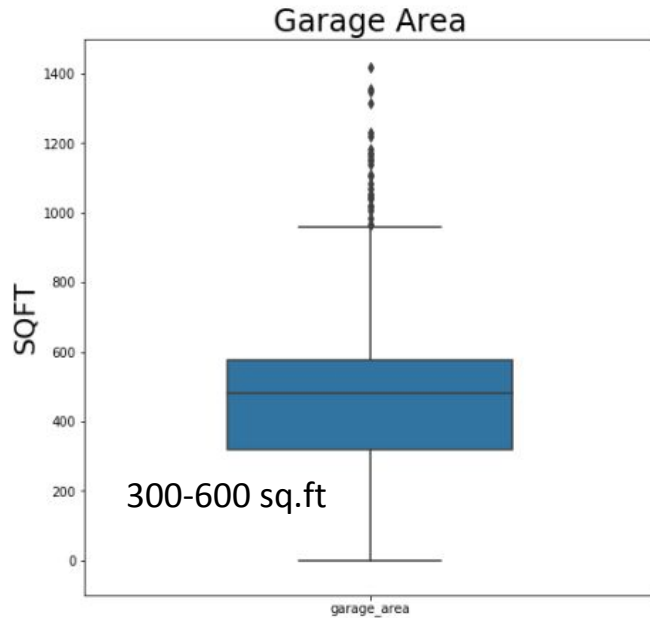
Everything you could ever want:

- Large Area
- Attached
- Finished Condition
- Paved Driveway

How large of a garage is enough?



Size Matters



Our statistical model accounts for outliers but our recommendations will ignore them.

The All American Full-Sized Sedan and You

The Chevy Impala is the most popular car in Iowa according to insurance data.

Impala Total Area: **102 sq.ft**

Average garages in Ames, IA can easily fit 2 impalas and more.

Average Garage Area: **300 - 600 sq.ft**



2020 Chevrolet Impala
17ft L x 6ft W

Recommendations: Target Demographic

Targets:

- We want to sell our model to potential car buyers.
 - Online sites (Carvana, CarGurus, Autotrader)
 - Car Dealerships (Chevy)
- House value aggregate websites
 - Redfin
 - Zillow
- Landlords to base rent prices for desirable houses with garages.
 - Iowa State University
- Contractors who can remodel garages can use this model for pricing their work.



Questions?