

Understanding the Housing Market: Ames, Iowa

Jessica Ertel



**National Association
of Home Builders**

Problem Statement

The National Association of Home Builders (NAHB) seeks to grow their understanding of the housing market in Ames Iowa. By understanding what buyers look for in a property and what factors can predict price, they can be better positioned to help build and enrich communities.

Background

People also ask

What is Ames Iowa known for? 


Ames (/eɪmz/) is a city in central **Iowa** approximately 30 miles (48 km) north of Des Moines. It is best **known** as the home of **Iowa** State University (ISU), with leading Agriculture, Design, Engineering, and Veterinary Medicine colleges.

W en.wikipedia.org › wiki › Ames,_Iowa

[Ames, Iowa - Wikipedia](#)

Search for: [What is Ames Iowa known for?](#)

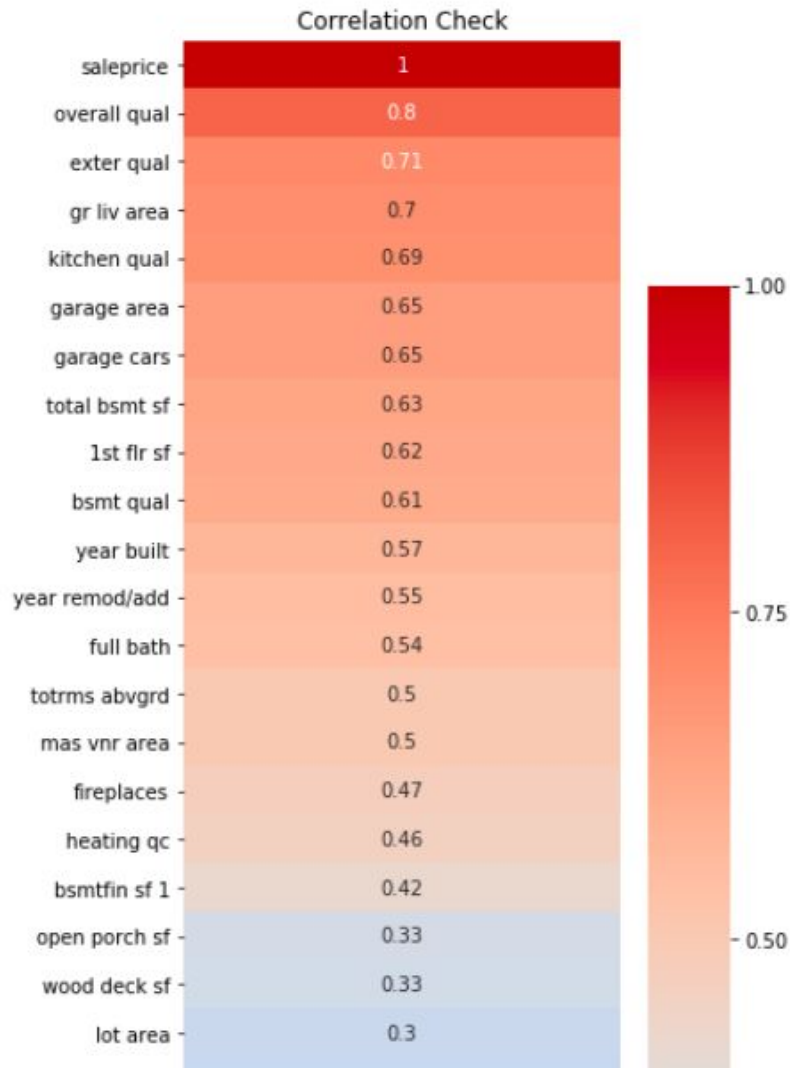
Where is Ames in Iowa? 

Is Ames Iowa a good place to live? 

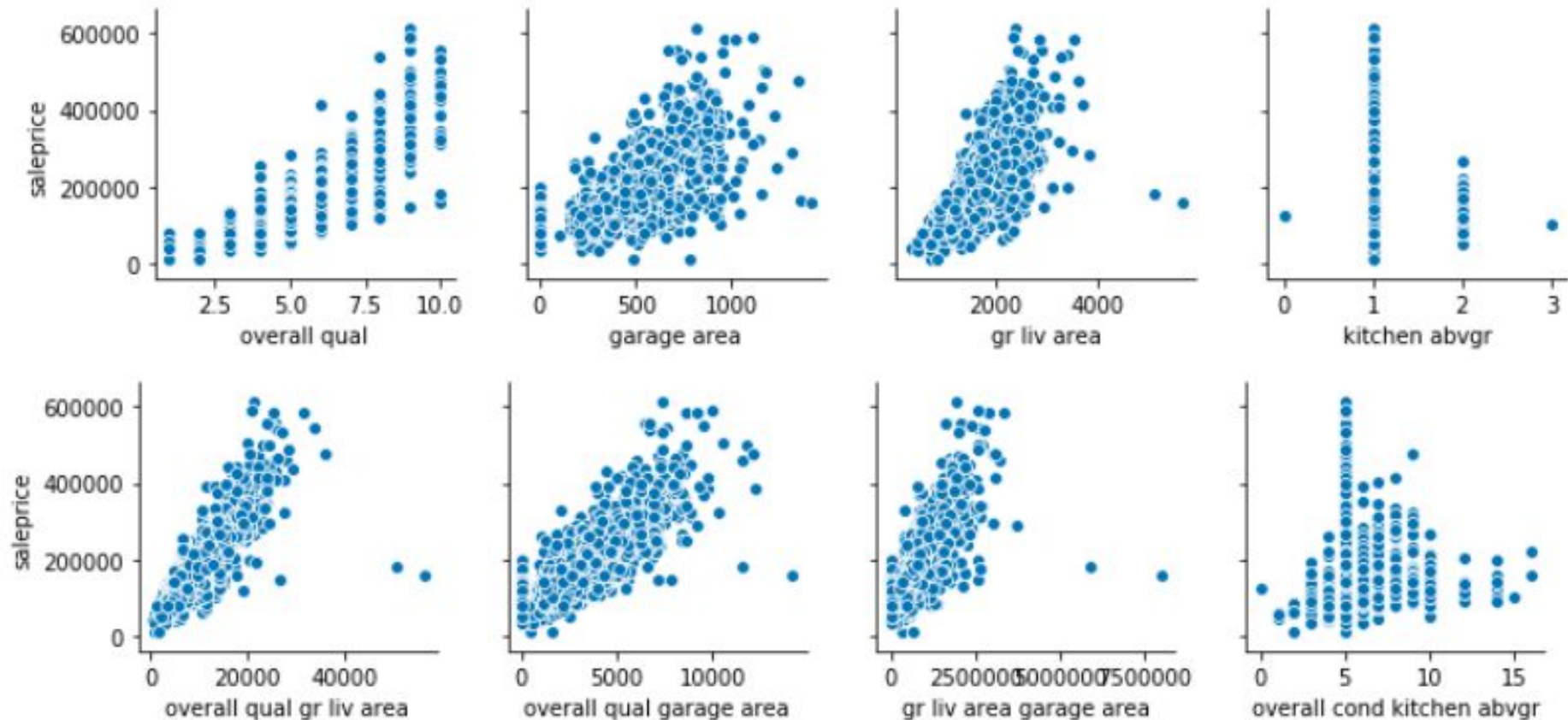
IOWA STATE UNIVERSITY

Features that add value to a home:

1. Overall Quality
2. Exterior Quality
3. General Living Area
4. Kitchen Quality
5. Garage Area
6. Garage Cars
7. Total Basement sq ft
8. 1st Floor sq ft
9. Basement Quality
10. Year Built



Feature Engineering: Overall Quality



"A shift is taking place with home buyers. They want to invest in more than a home; they want to invest in the experience of living there."

Source:

http://nahbnow.com/2020/01/how-to-build-communities-buyers-will-love-to-call-home/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+NAHBNow+%28NAHB+Now++%7C+The+News+Blog+of+the+National+Association+of+Home+Builders%29

Recommendations & Next Steps

Next phases of analysis will focus on:

- **Location:** To what degree is the buyer market concerned with location?
 - **Outliers:** Several variables in the dataset contained outliers, which would negatively impact the regression line. How should these be handled?
 - **Timing:** Are buyers looking to purchase homes around a certain time of year?
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