

Ames Housing Data

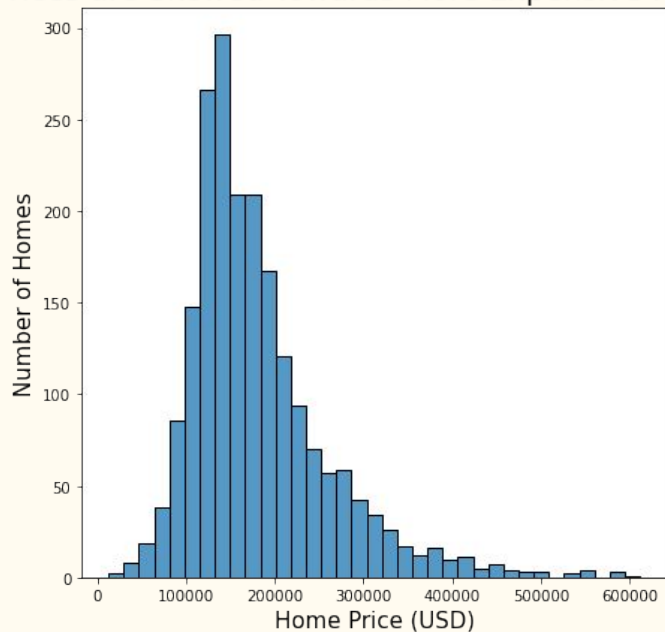
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Problem Statement

Can we use data from over 2,000 homes sold in Ames, Iowa can we determine the best way to maximize the value of a home and find deals on the open market?

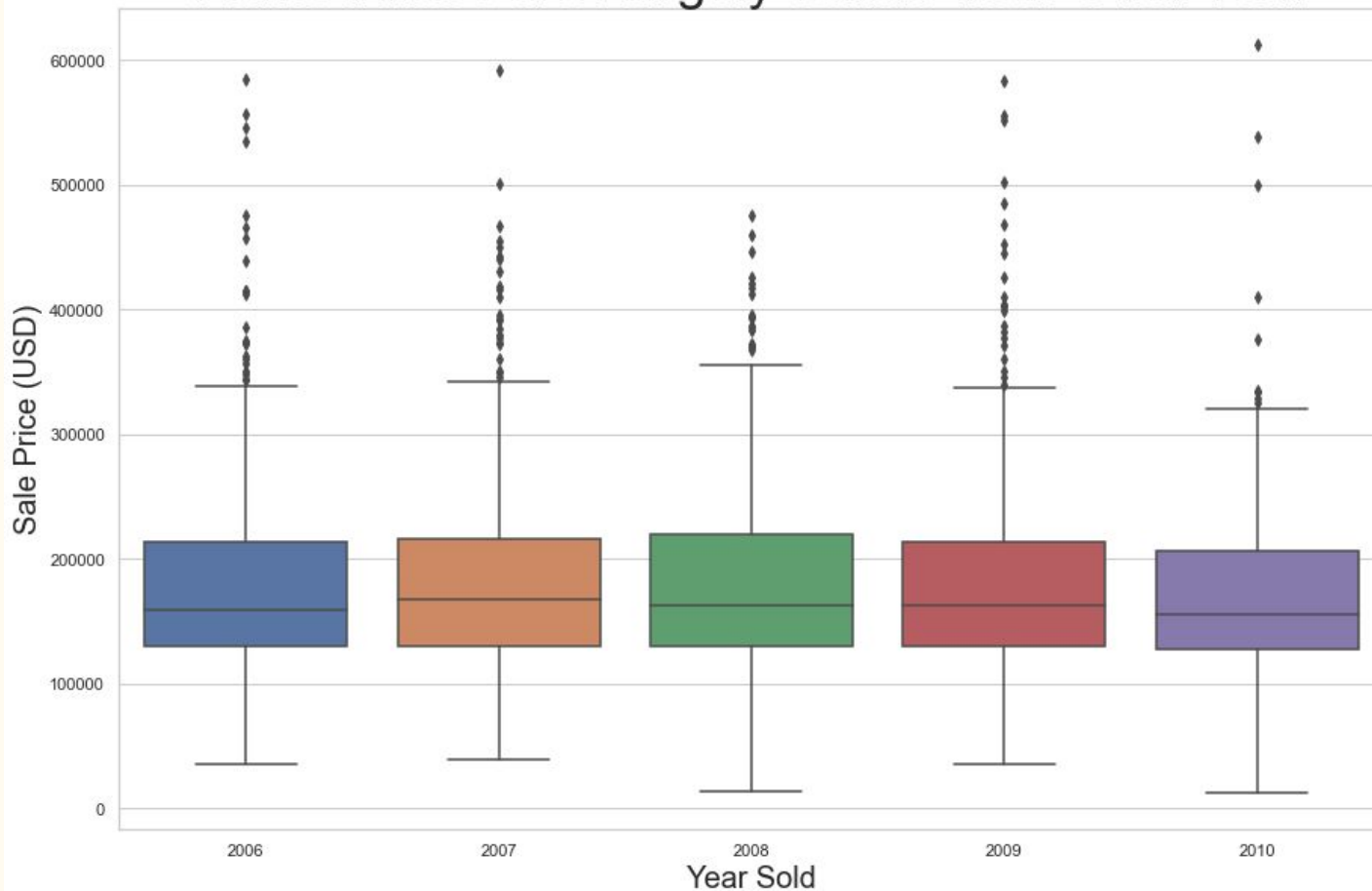
Housing Data Overview

Prices are Skewed Towards More Expensive Homes

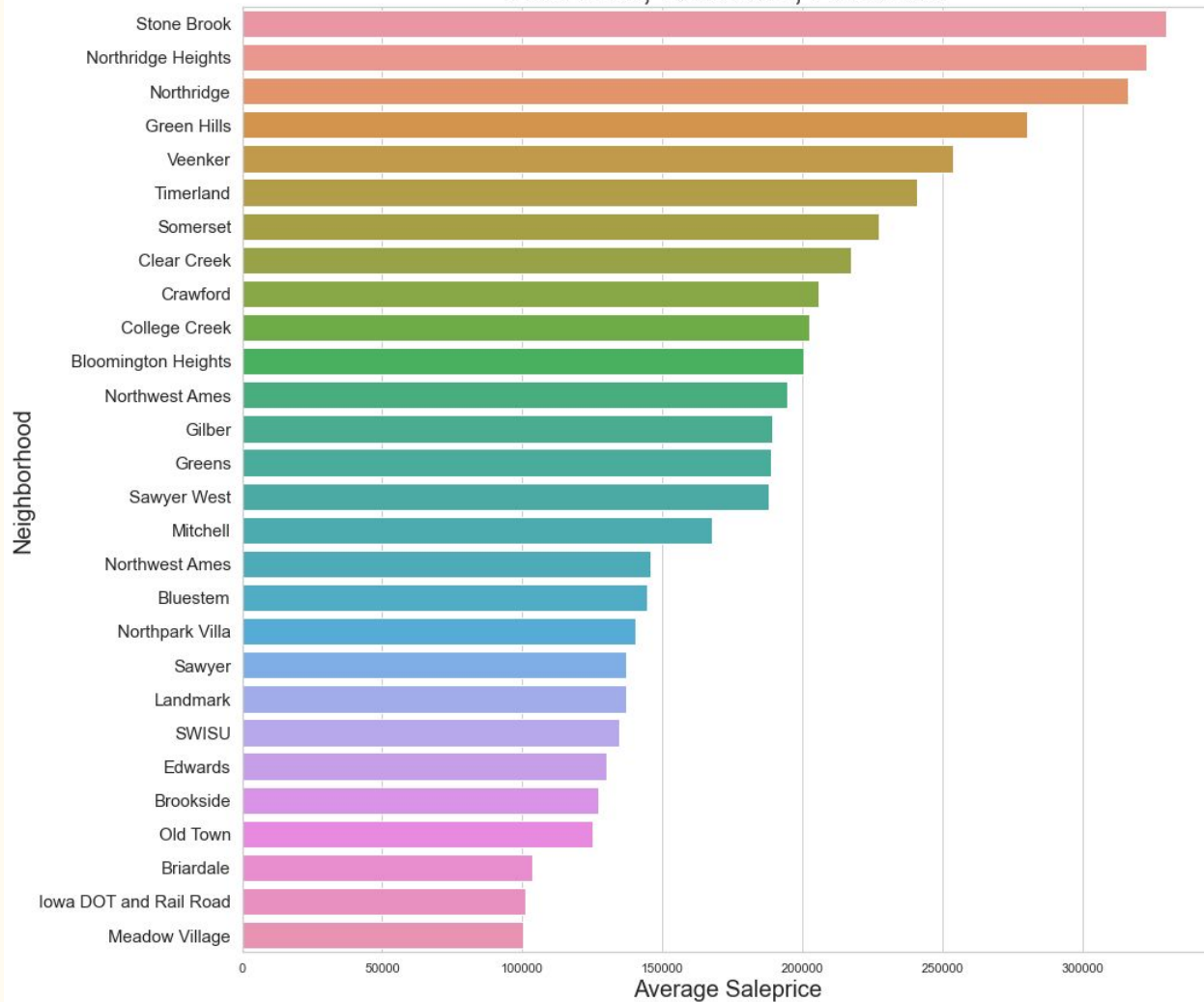


Total Homes	2,051
Sale Years	2006 - 2010
Average Sale Price	~180,000
Minimum Price	~12,500
Maximum Price	~610,000
Average Square Footage	~1,500
Neighborhoods	28
Average Bedrooms	3
Average Bathrooms	2
Features	81

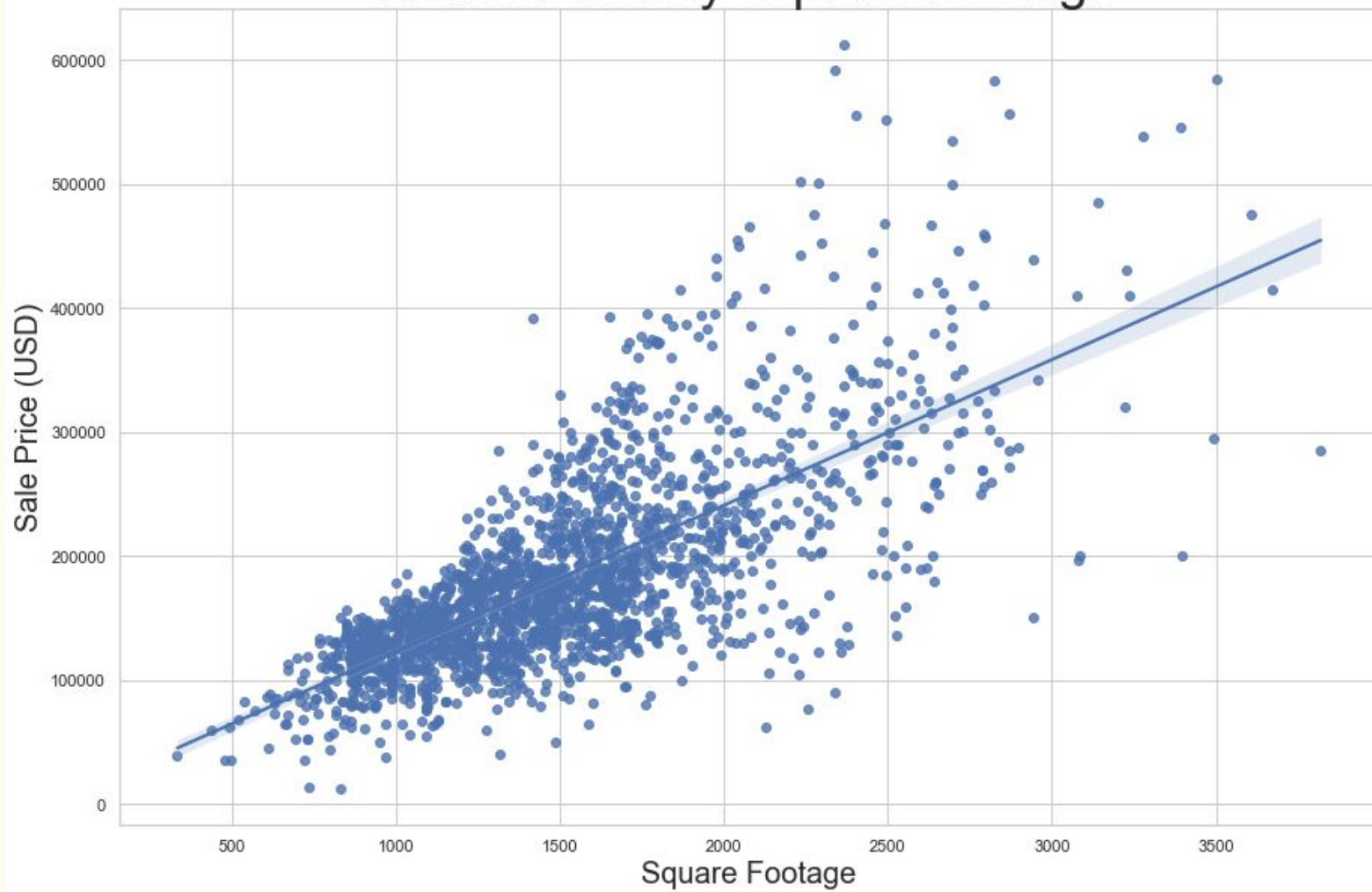
Home Prices are Largely Stable Year Over Year



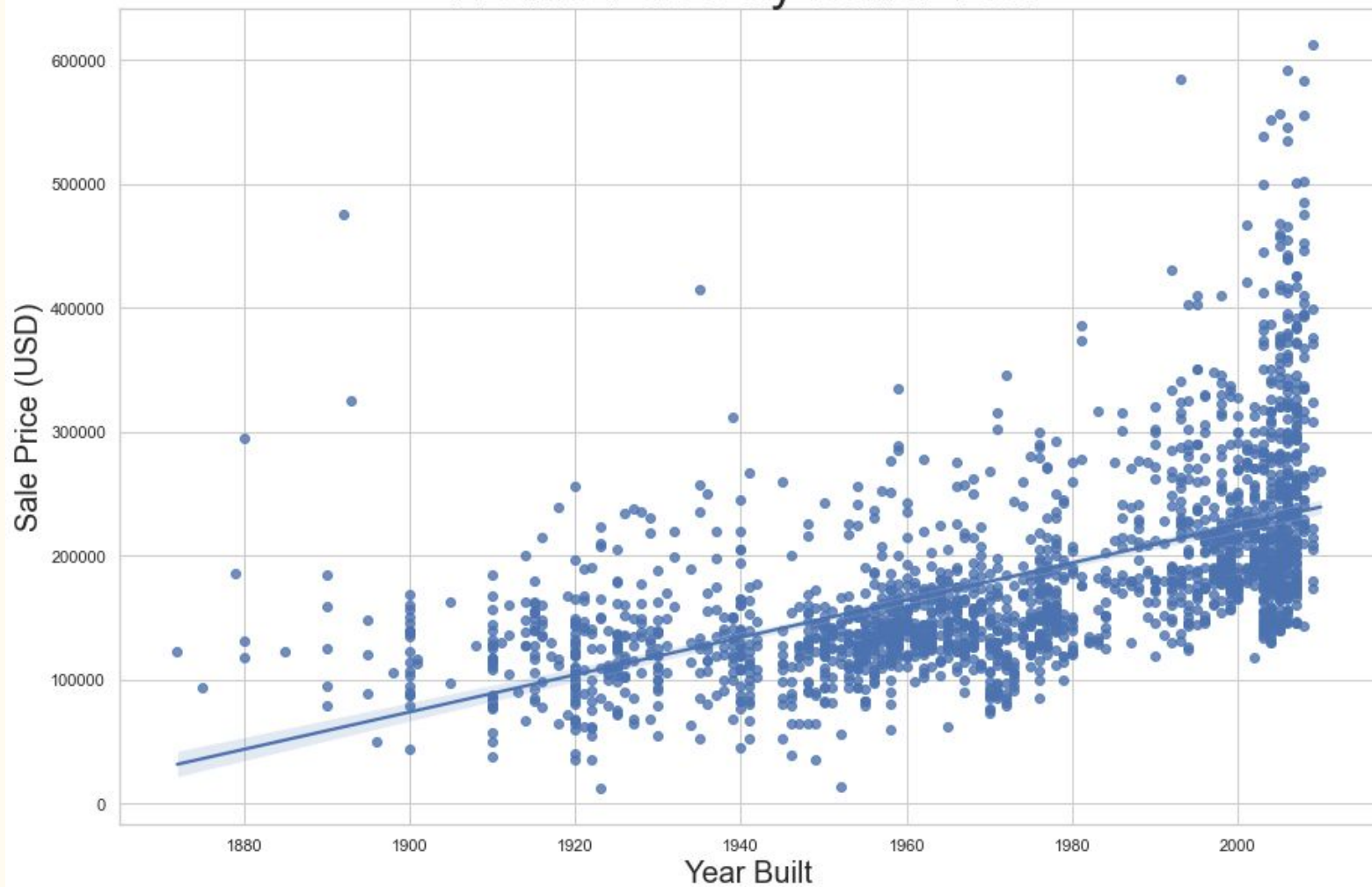
Location, Location, Location



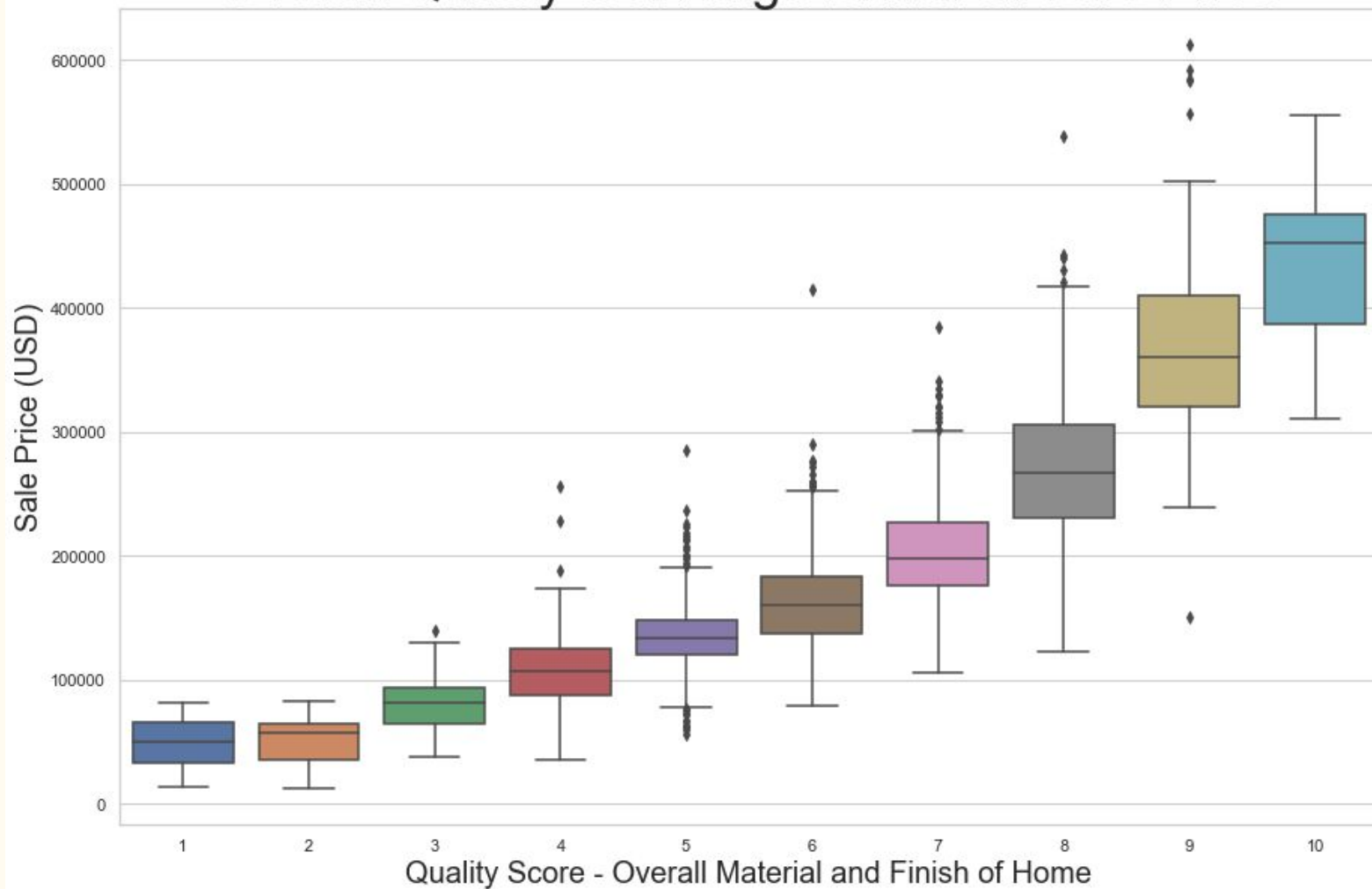
Home Price by Square Footage



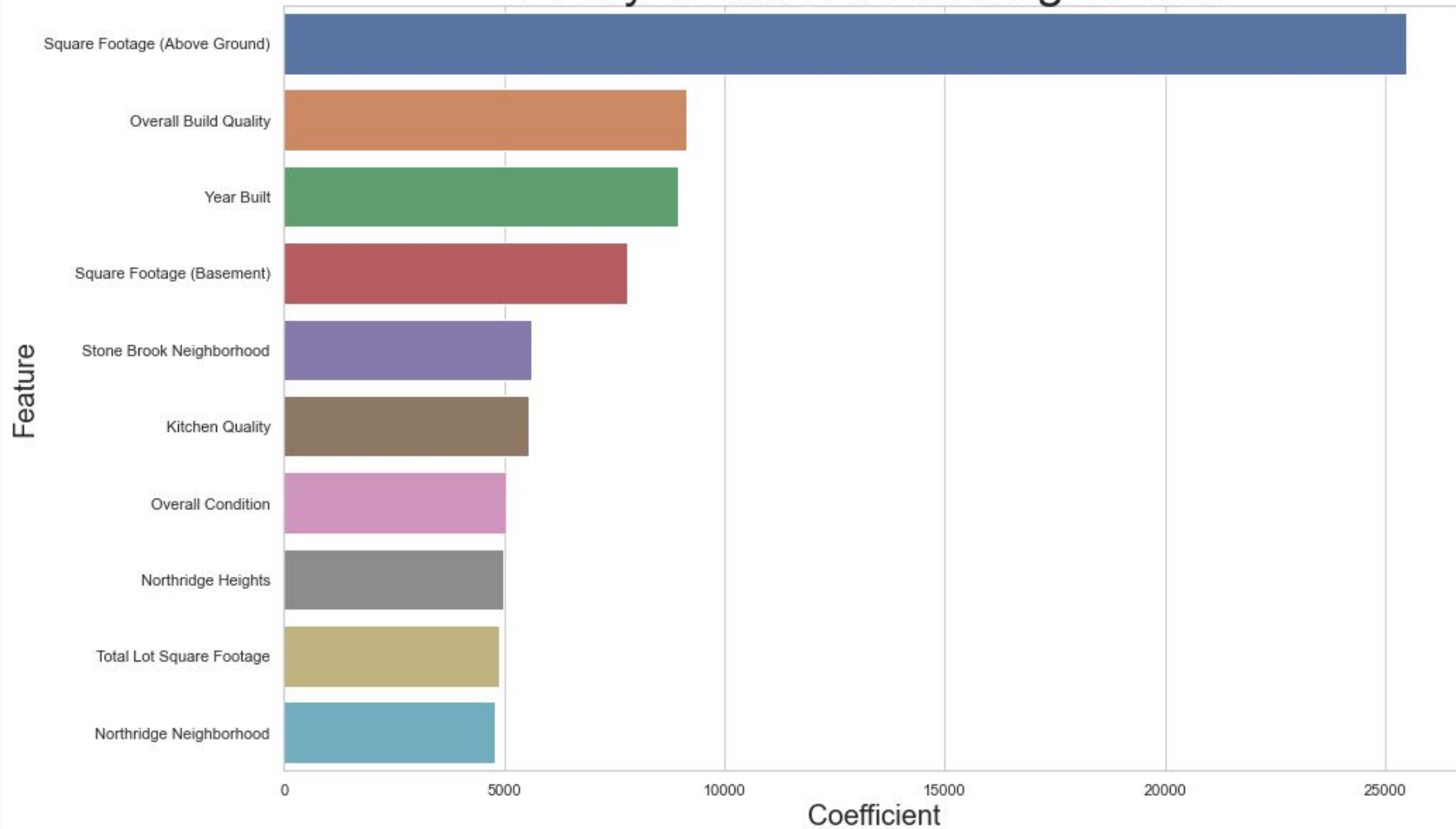
Home Price by Build Year



Overall Quality is a Large Driver of Sale Price



Analysis with Linear Regression



Conclusion

Prioritize When Buying:

- Larger Lot Sizes
- Cheapest Homes in Upscale Neighborhoods
- Newer Homes
- High Quality Build Materials

Opportunities When Selling:

- Home Additions
- Kitchen Renovations
- Overall Condition of the Home

Thank you.

Q&A.