PREDICTIVE MODELING by LOREN DUNN

THE AMES REALTY COMPANY

AIMING FOR HOME.

THE PROBLEM?

How can we use the Ames Housing data set to maximize our revenues?

image from: https://www.onlyinyourstate.com/iowa/17-unique-houses-in-ia/

SUMMARY OF ANALYSIS

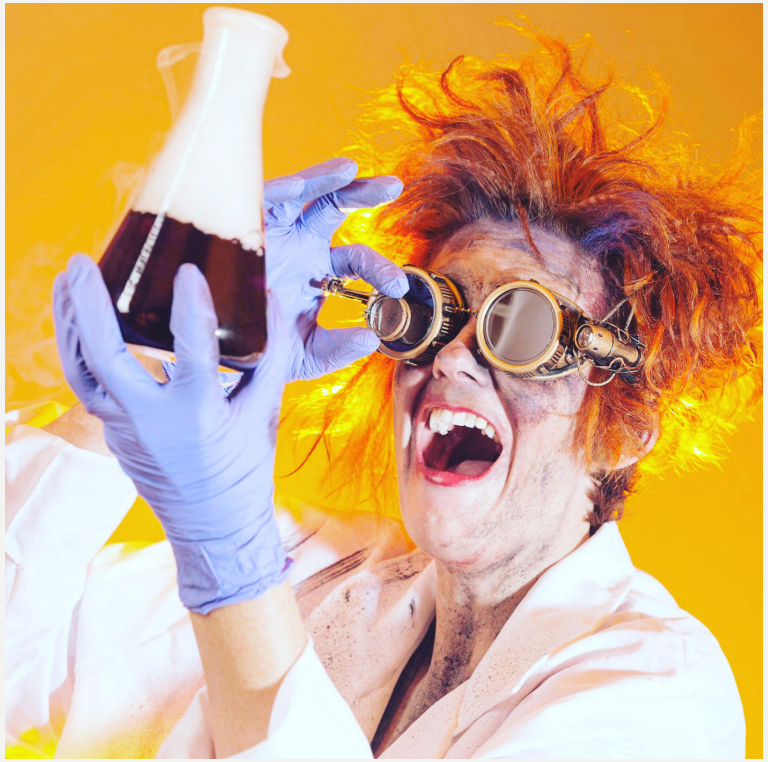
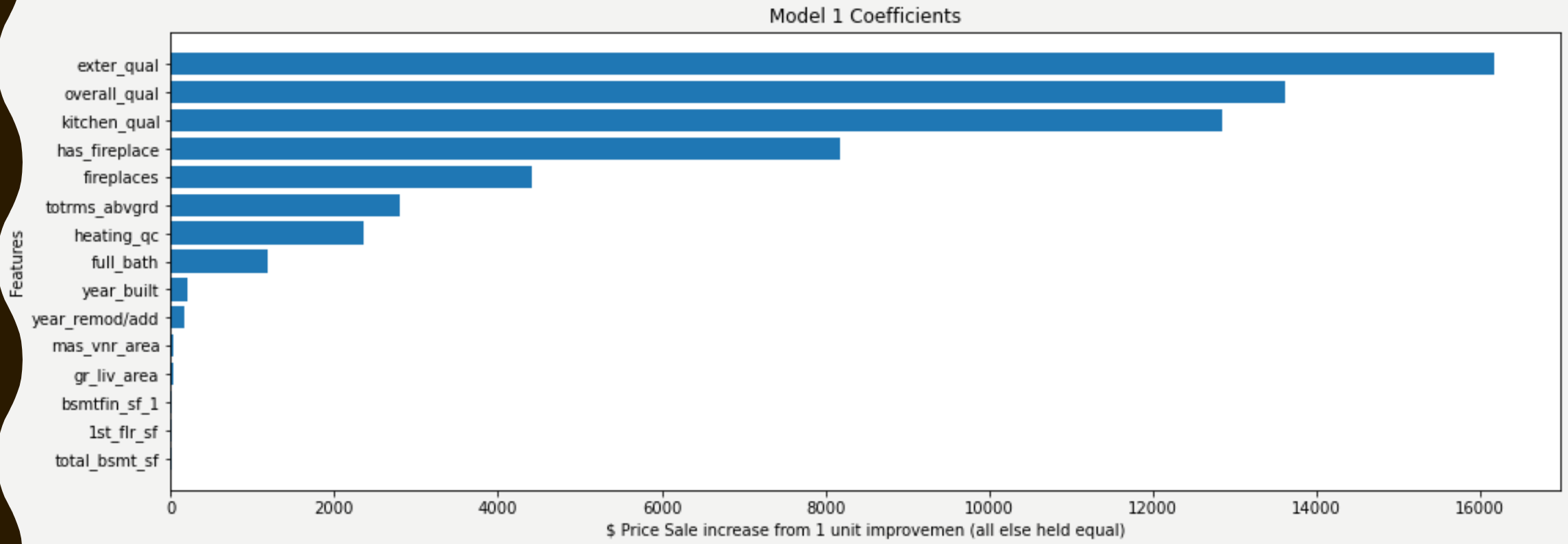
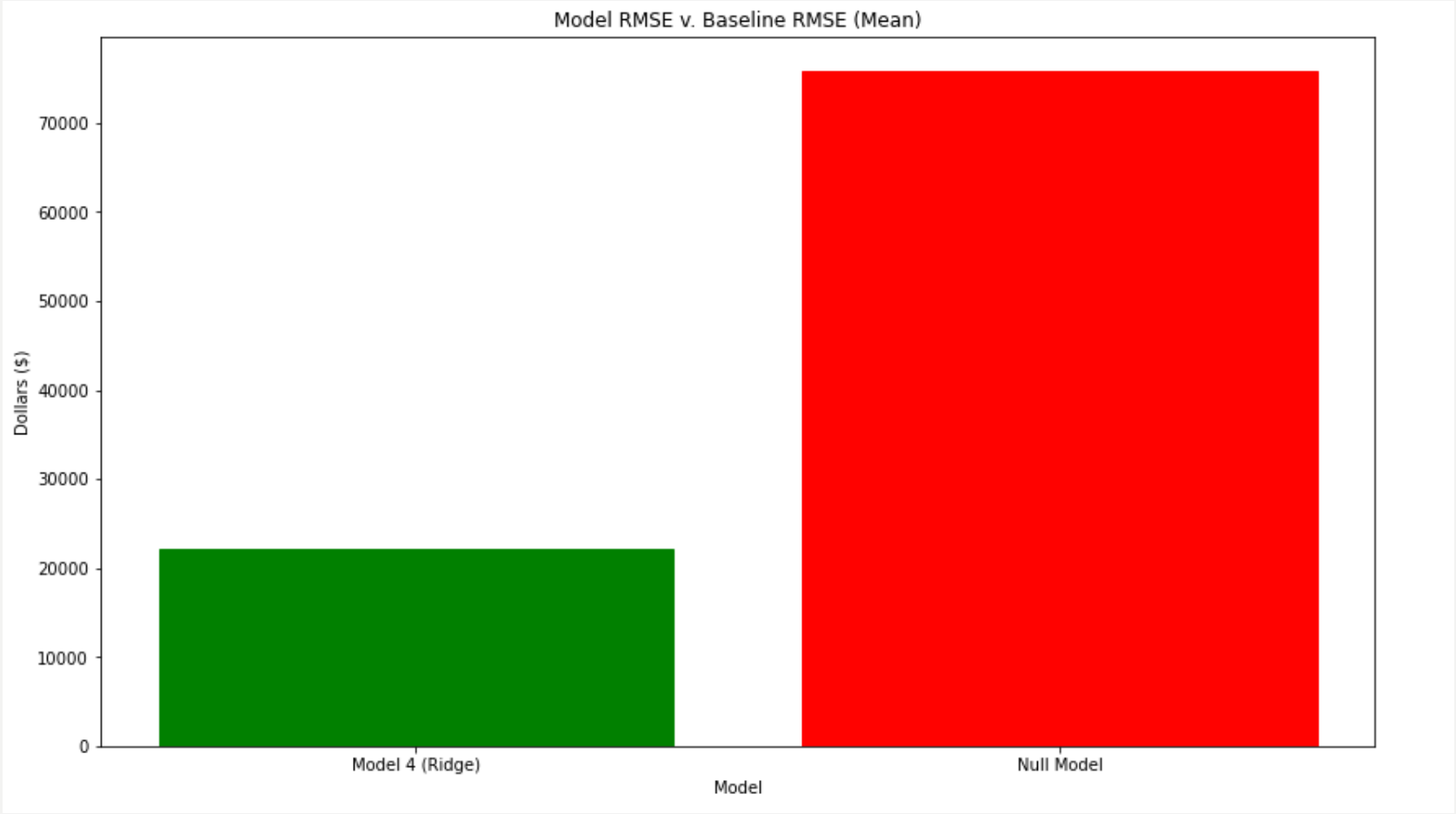


Image from: https://scienceshowforkids.com/mad-science

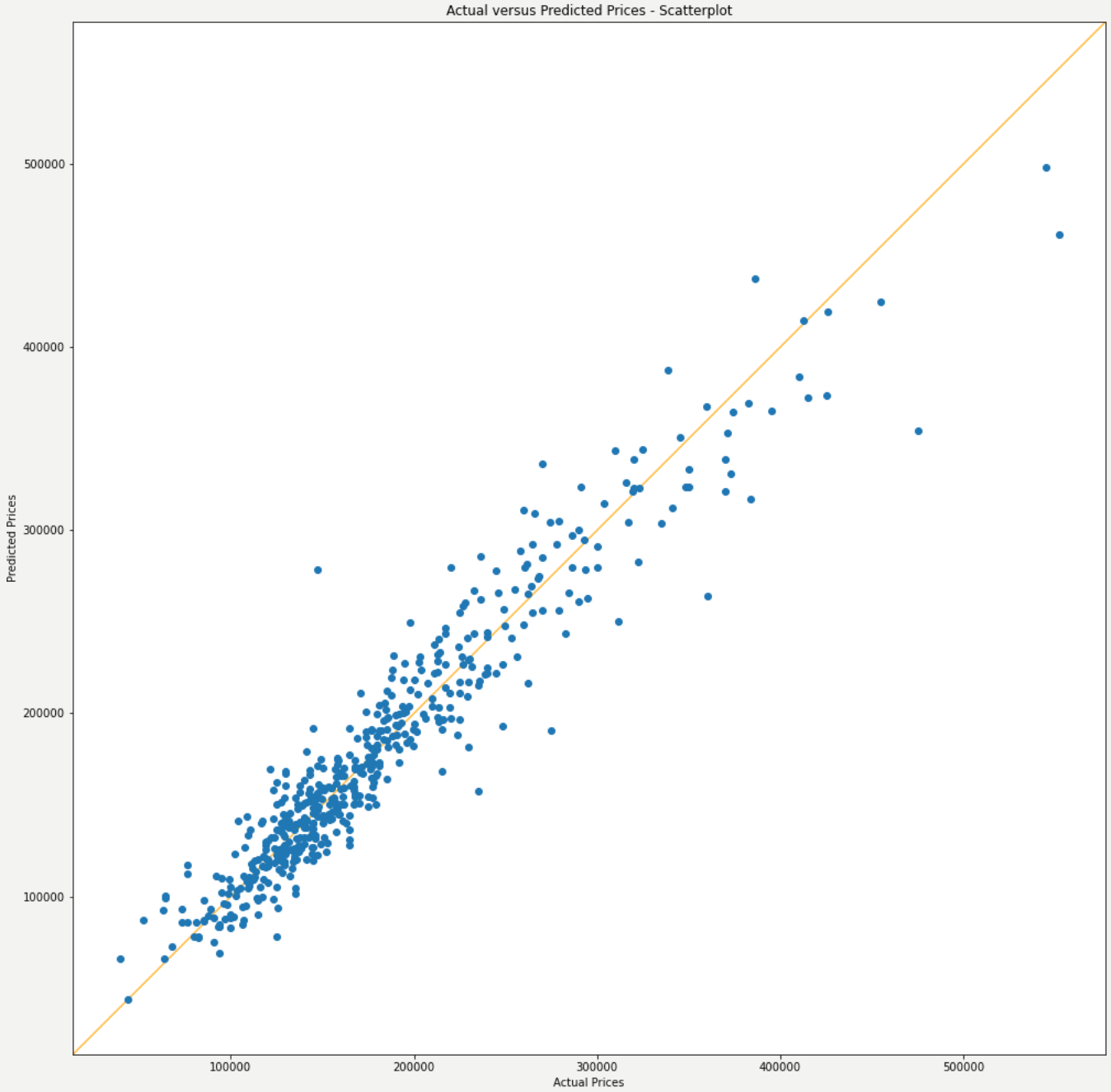
GUIDANCE FOR HOMEOWNERS



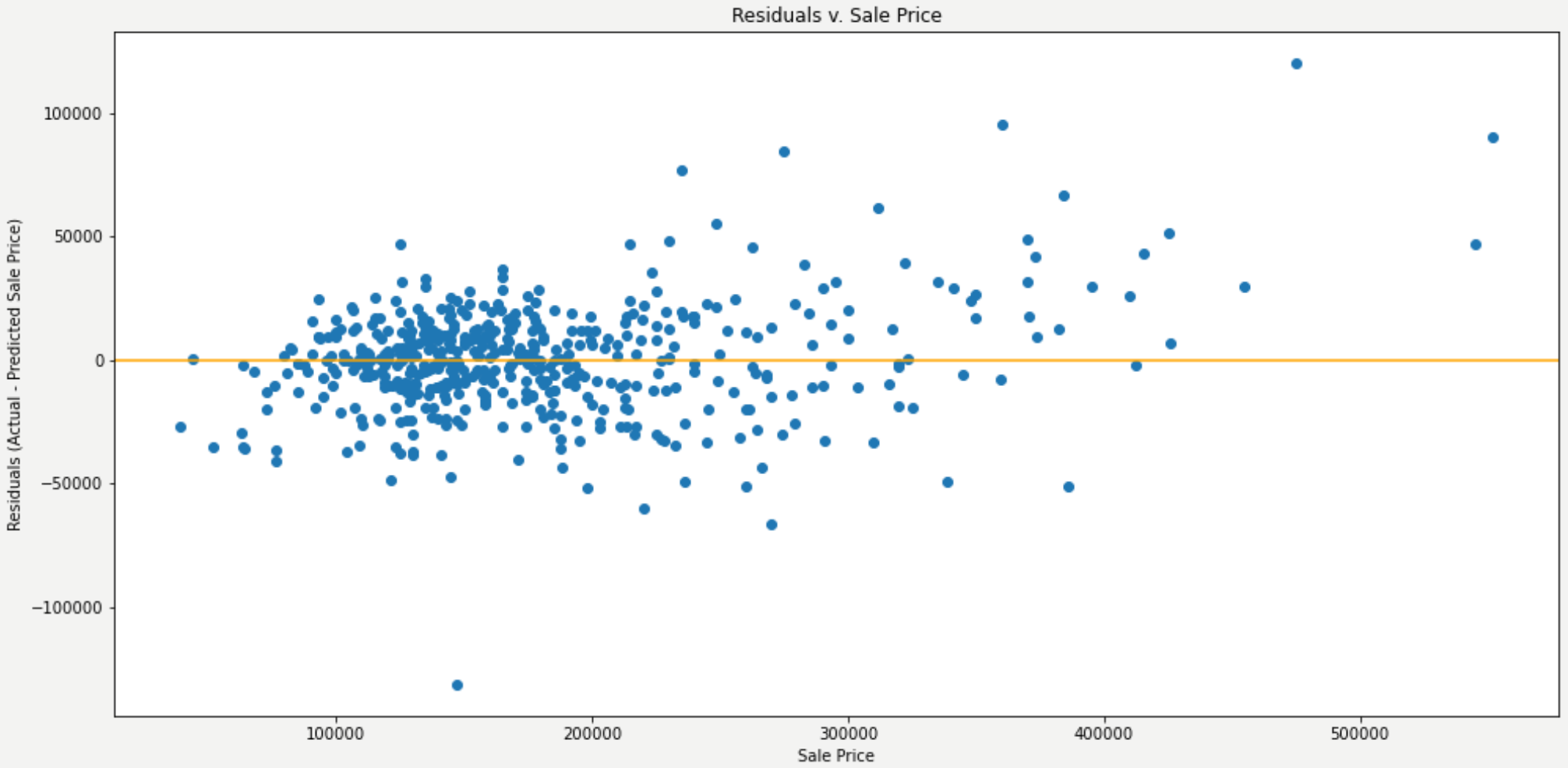
EXCELLENT PREDICTIONS FOR SALES AGENTS



ACCURACY


Actual versus Predicted Prices - Scatterplot
Predicted Prices
Actual Prices
100000
200000
300000
400000
500000

DISTRIBUTIONS OF ERRORS



CONCLUSION

We can help our customers (and ourselves) to increase revenue!

Collecting more information will increase our ability to do so.

Image from: https://www.huffpost.com/entry/13-things-that-will-make_b_9548676