

# FOR SALE

PREDICTING SALE PRICES FOR  
HOUSES IN AMES, IOWA

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# OPEN HOUSE

What are the most important  
factors in predicting the price of  
sale for houses in Ames, Iowa?

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the dataset

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The most  
important  
features

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# DATA SET

## AMES, IOWA

- City 30 miles North of Des Moines
- Population of ~66,000
- Iowa Department of Transportation, Iowa State University,
- 9th ranked on “Best Places to Live” list

## STRUCTURE

- 2051 houses & sale prices
- List of 80 features including:
  - Square footage
  - Exterior quality
  - Roofing materials
  - Year Built



# METHODOLOGY

**01**

## Question

What are the most important factors in predicting sale price?

**03**

## Exploration

Finding patterns within the data

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**02**

## Data Cleaning

Cleaning the data to ensure accuracy of analysis

**03**

## Analysis

Regression to predict

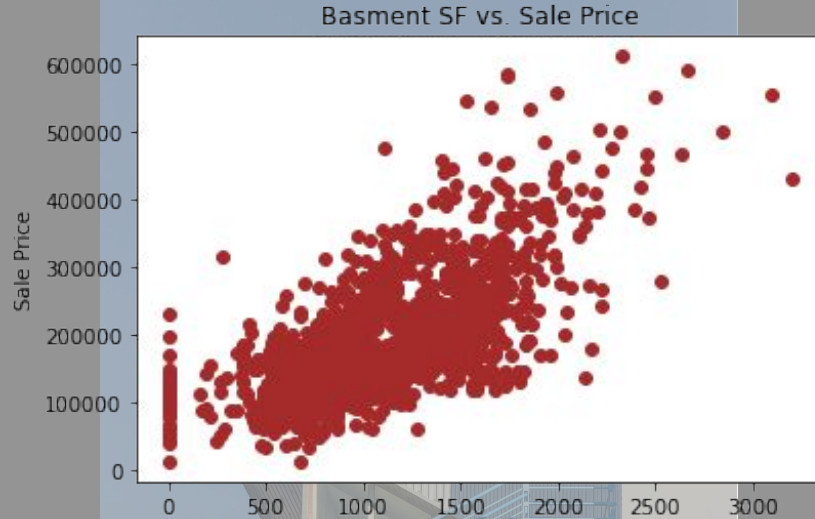


# FINDINGS

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# CORRELATION



Overall Quality	.80
Above grade (ground) living area square feet	.72
Total square feet of basement area	.66
Size of garage in car capacity	.65
Year Built	.57
Remodel date	.55
Full bathrooms above grade	.53

# NOT JUST SQUARE FEET



## OVERALL QUALITY

ABOVE GROUND SF,  
BASEMENT SF,  
BASEMENT EXPOSURE

## GARAGE

NUMBER OF CARS,  
ATTACHED

## BASEMENT

SQUARE FEET, GOOD  
EXPOSURE, QUALITY  
LIVING QUARTERS

## BATHROOMS

FULL BATHROOMS  
BETTER THAN HALF





# HOW TO APPLY

## **BUYERS**

Use this data for budgeting, negotiating,  
and selling your own property.

## **REALTORS/SALES**

Use this data to help price, negotiate, educate  
for future, and predict commission.

## **CONSTRUCTION**

Use this data to help plan, build, price  
and sell homes.

