

FOR SALE

PREDICTING SALE PRICES FOR
HOUSES IN AMES, IOWA

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OPEN HOUSE

This analysis aims to identify
predictive characteristics in sale
price and create actionable insights
and recommendations.

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the dataset

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DATA SET

STRUCTURE

- Over 160k data points
- Over 2000 homes with features and pricing
- 80 features including:
 - Square footage
 - Exterior quality
 - Roofing materials
 - Year Built



METHODOLOGY

01

Question

What are the most influential factors in predicting sale price?

03

Exploration

Finding patterns within the data

=

02

Data Cleaning

Cleaning the data to ensure accuracy of analysis

03

Analysis

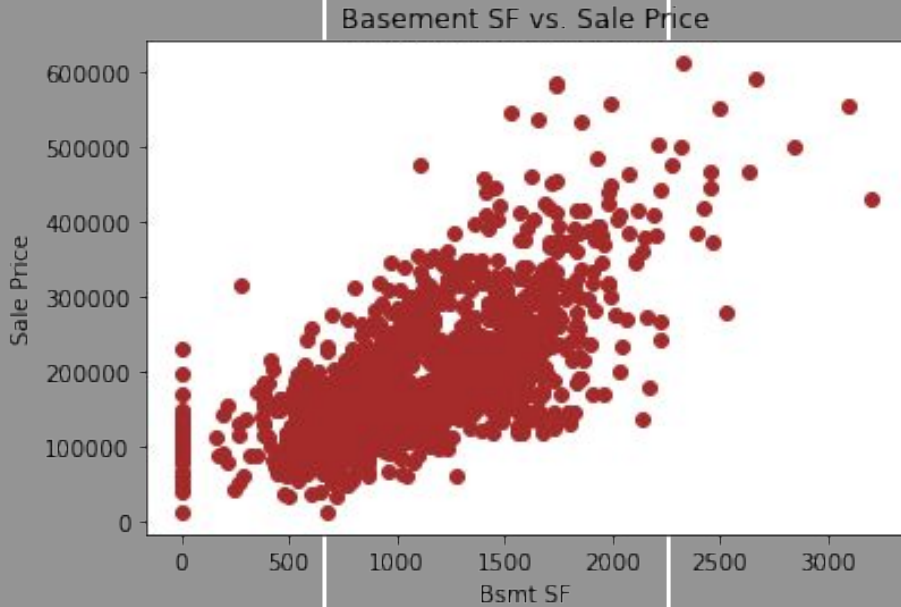
Regression to predict

FINDINGS

=



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 TO THE
HOUSE, QUALITY

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.



THANKS

Does anyone have any questions?

Reach Out:
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