FOR SALE

PREDICTING SALE PRICES FOR HOUSES IN AMES, IOWA

BY MERYL DUFF, DATA SCIENTIST
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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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DATA SET

STRUCTURE

- Over 160k data points

- Over 2000 homes with features and pricing

- Each 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

02
Data Cleaning

Cleaning the data to ensure accuracy of analysis
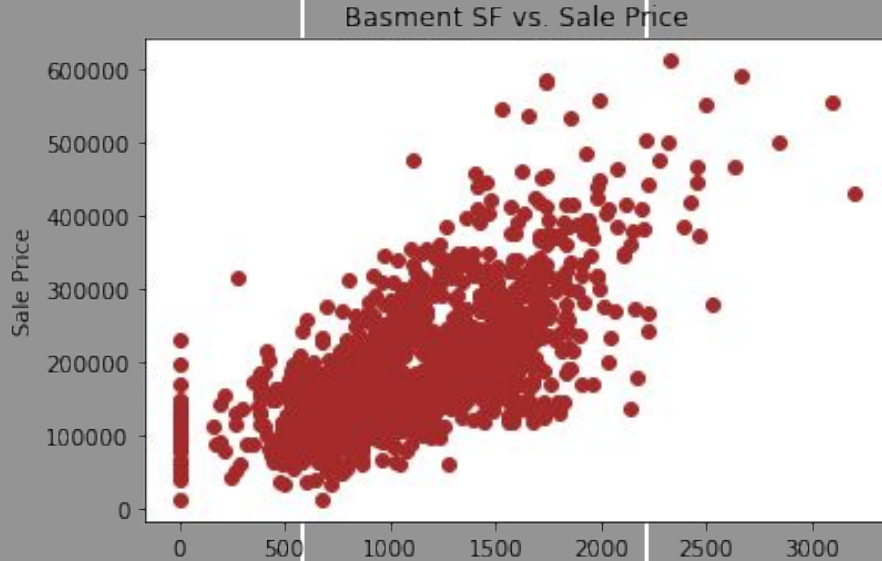
03
Analysis

Regression to predict

FINDINGS

CORRELATION

Basment SF vs. Sale Price

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.