AMES IOWA

Remodeling Campaign Analysis

Matt Hurless, Data Scientist | Dec 2022

- Data-driven decision support
- Key Insights to help campaign

Critics Say...

Bad Investment

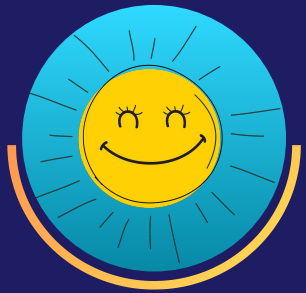
Hurt Home Value

Complicated

Advocates Say...

Good Investment

More Functional



Owner Happiness

Analysis Process

Data

Ames Assessor 2006-2010

Explore

Clean and Investigate

Modeling

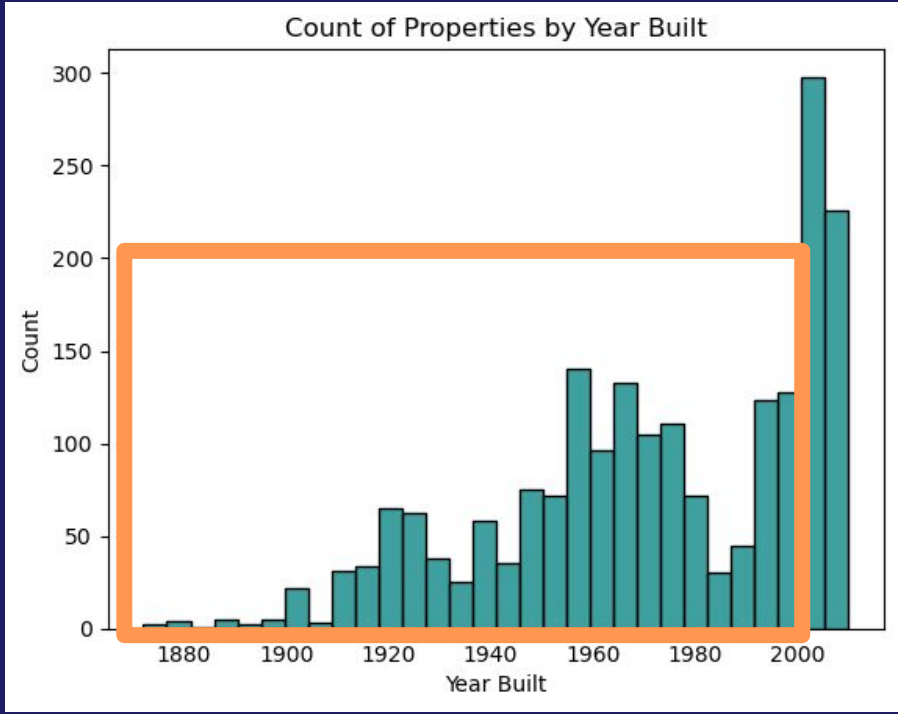
Model using Machine Learning

Interpret

Insights from Model

Remodeling Opportunity

Age of House



73%

Built Before 2000

Remodeling Targets

% of Average or lower Ratings

Exterior

Quality: **62%**

Condition: **89%**

Garage

Quality: **98%**

Condition: **99%**

Kitchen

Quality: **53%**

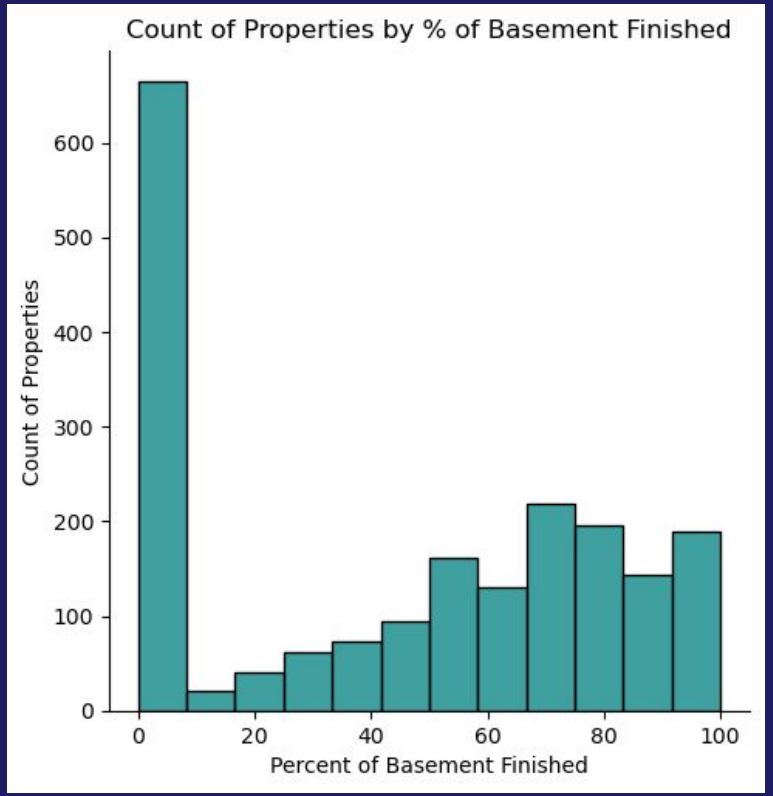
Basement

Condition: **96%**

Basement Information

97%
Have Basements

50%+
Have ceiling height of 90”+



Basement to Living Area

86% Value recovered

34% Better function & livability

9.7 Joy Score

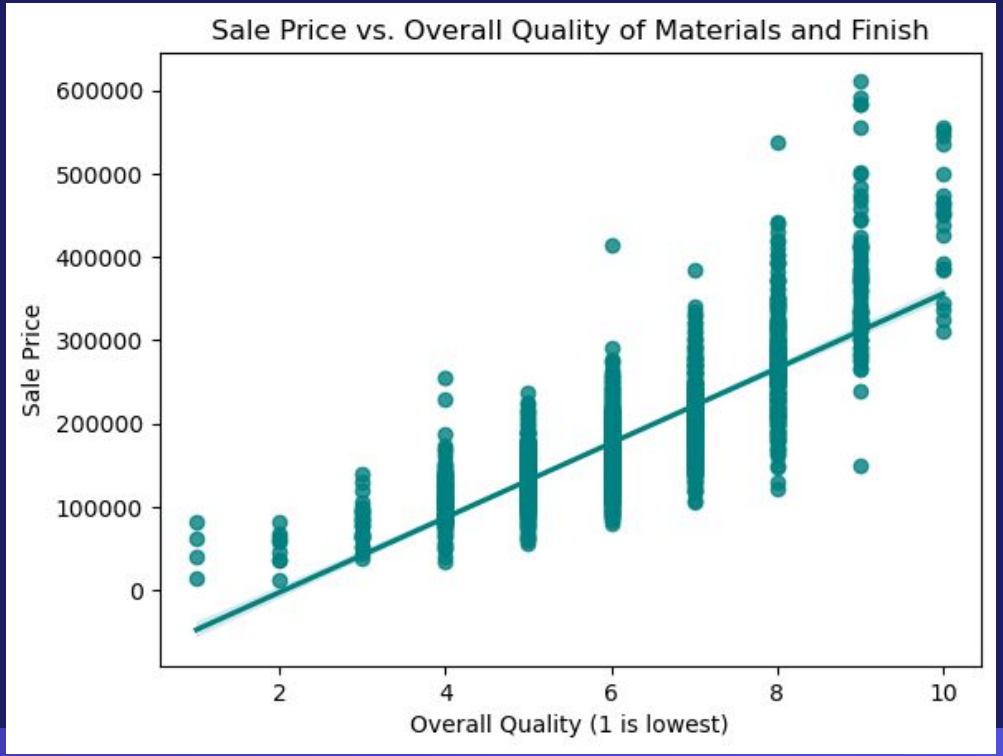
83% Have greater desire to be home

Source: National Association of REALTORS Research Group - Remodeling Impact Report

Quality Materials and Finishes

One of the top factors in sale price

5x more impact than overall condition



Recommendations

Fund the Campaign

Focus on Quality

Target Basements

THANKS!

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