**Slide 2)**

This data was really interesting as someone located in Breckenridge, Colorado.

My assumptions on what would be significant in driving home prices going in to this analysis were wrong, because I went in based on what I know for my area.

For example, where I am in the mountains, having a garage or a paved road are incredibly desirable and not always available, so those attributes would be more significant here.

I think an important takeaway is that the data we analyzed is not necessarily a “one size fits all” and may not translate for all regions of the United States.

**Slide 3)**

Our data included the attributes of almost 1500 homes sold in Ames between 2006 and 2010.  We analyzed the data to discover what resulted in statistically significant higher sale prices.

**Slide 4)**

In the following slides, I’ll be giving you some insight into what we found.

**Slide 5)**

Our first driver of sale price is land contour, or the flatness of the property.

**Slide 6)**

We found that homes on a hillside have a significantly higher average sale price than homes located on a bank, flat ground, or on a depression.  According to Cohen’s D (which as we know is a standardized measure of the difference between averages) the effect size of land contour is medium.

**Slide 7)**

Here you can see the average sale price for homes in our two samples.

Homes on a hillside have a 29% increase in average sale price

**Slide 8)**

Our second driver of sale price is known as Condition 1 in the data which is the proximity to various conditions such railroads, different street types, or parks.

**Slide 9)**

We found that homes near or adjacent to a positive offsite feature such as a greenbelt or a park had a significantly higher average sale prices than homes that were not.

Cohen’s D again, shows that the effect size is medium here.

**Slide 10)**

Here you can see the average sale price for homes in our two samples.

Homes near a positive feature have a 21% increase in average sale price.

**Slide 11)**

Keeping in mind that correlation does not equal causation, we can still make sense of what our data is telling us.

Ames, Iowa has a large problem with flooding. Having a home on a hillside would be more desirable to hopefully avoid damage during heavy rains.

As for the greenbelts and parks, families have the highest average income in Ames, and would want to be near these features for easy access with their children.

**Slide 11)**

Expanding this data set to other areas may or may not work, it just depends.  Areas across the midwest are all struggling with flooding (this year seems to be an especially hard one already), and land contour would likely be statistically significant.  However, as I mentioned earlier, it’s not a “one size fits all”, and we’ll want to analyze fresh data depending on the region for our other branches.

**Slide 12)**

If you have any questions, I’d love to answer them.