

HGTV: Flip or Flop

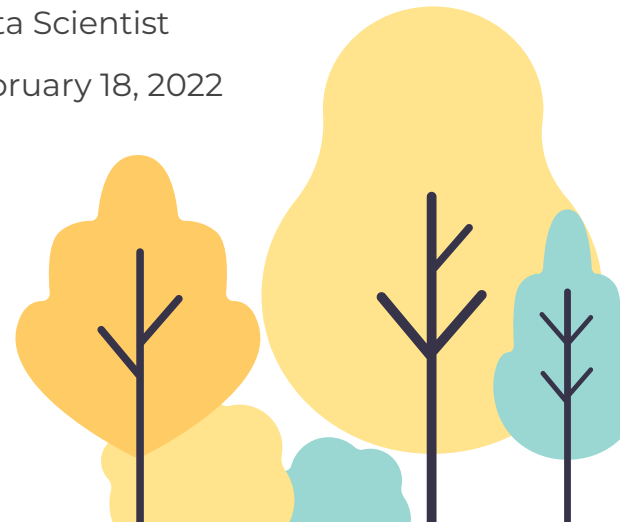
Project Proposal



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Focus

- Flip or Flop in Ames, Iowa.
- Determine home features that would increase profit for home flips on the show.
- Data from the Ames Assessor's Office.



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Analysis

How was the model created?



Features

Identify features that have a large impact on sale price.



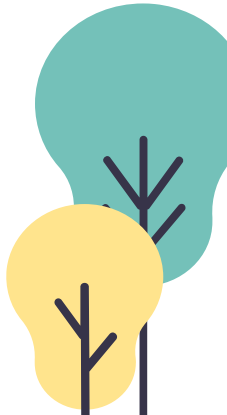
Patterns

Visuals depicting the connection between home features and sale price.



Recommendations

What to prioritize to be successful.



Analysis

Data

Data was obtained from the Ames Assessor's Office for home sales between 2006 and 2010.



Cleaning

Data was cleaned of missing values and adjusted so that it could be properly analyzed.



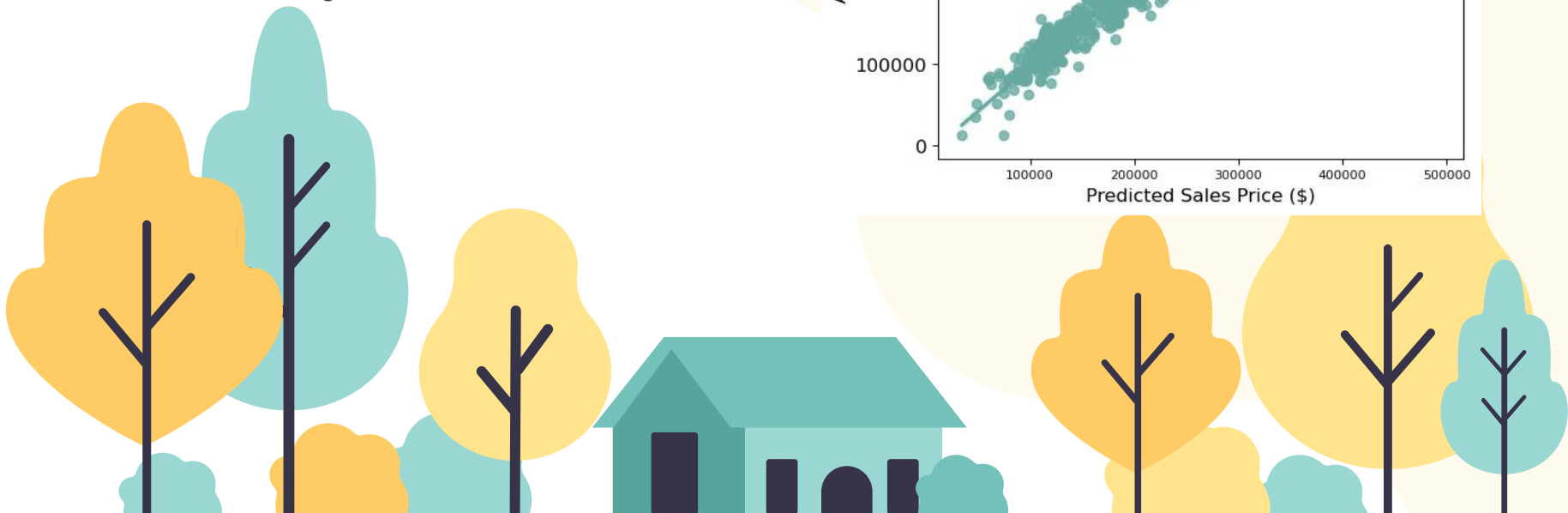
Patterns

Using linear regression modeling, created a model to identify patterns of specific features.





Due to the complexity of the model, exact dollar amounts for features cannot be interpreted, but the features themselves can be identified and analyzed.



What sets homes apart? **FEATURES**

**Overall Quality & Above
Ground Living Area SqFt**

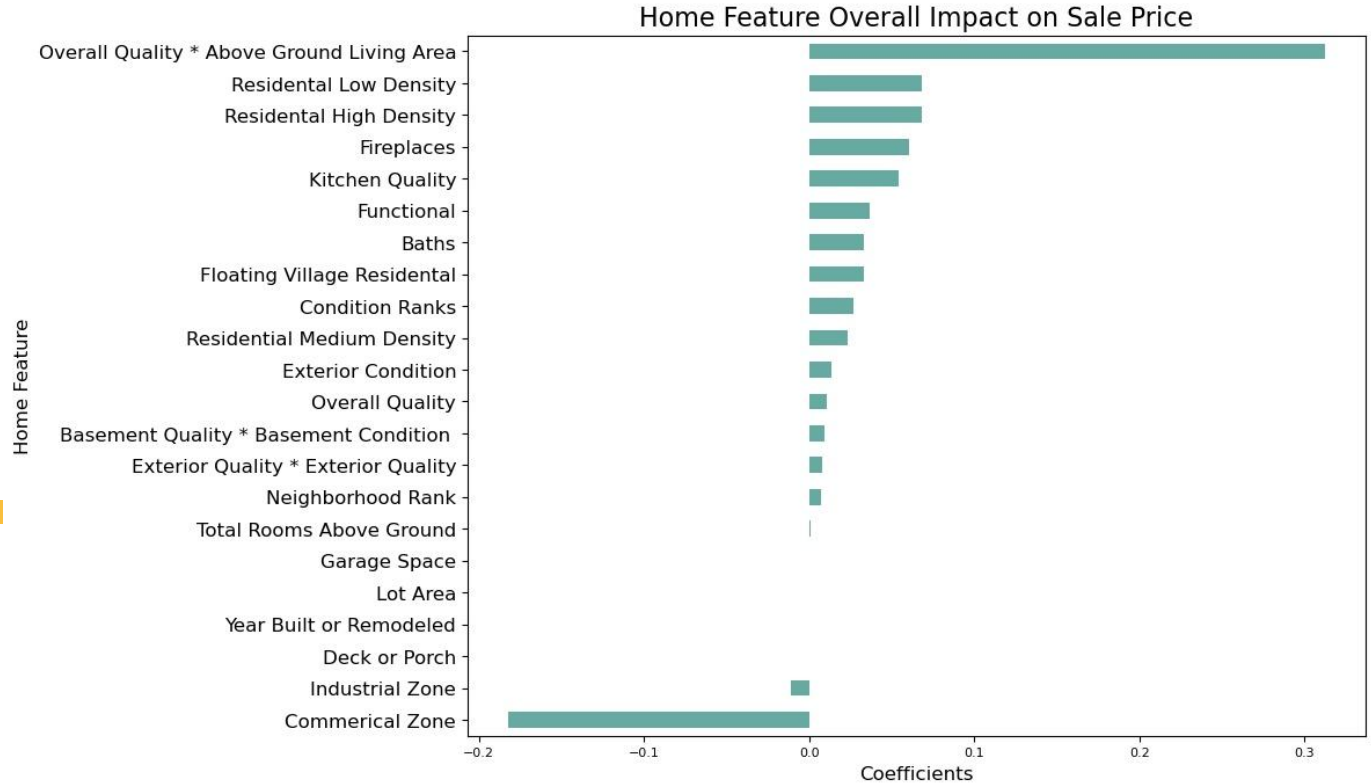
**Number of
Bathrooms**

**High Kitchen
Quality**

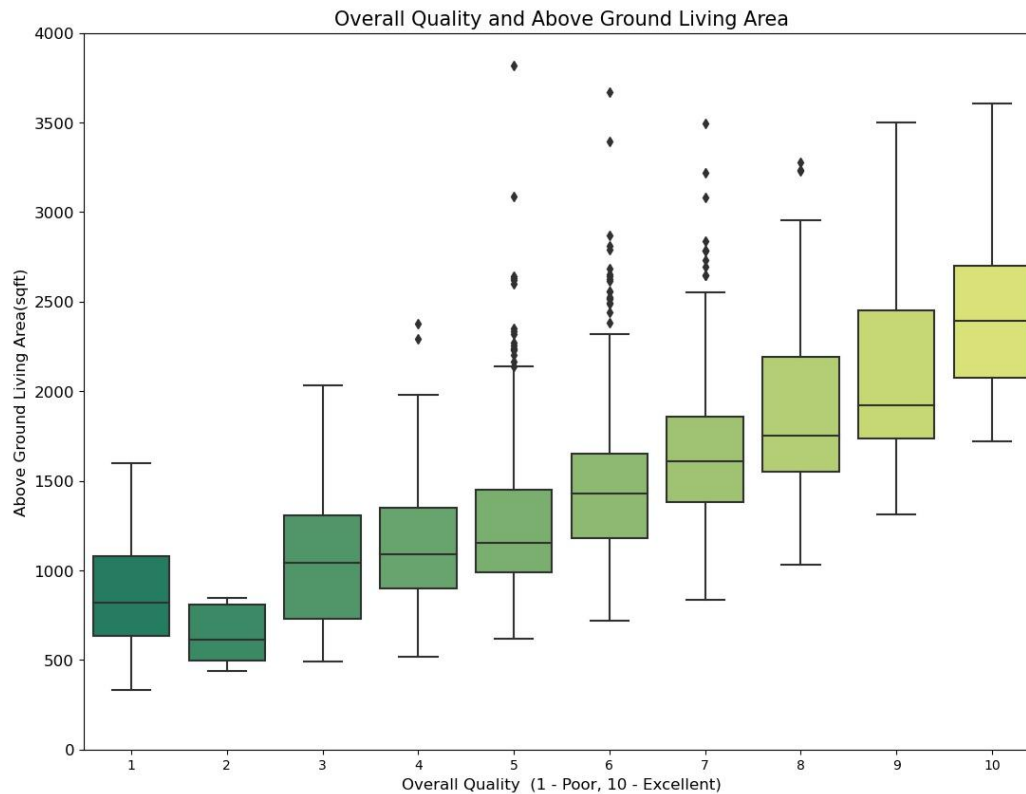
**Number of
Fireplaces**



OVERALL IMPACT OF FEATURES



SYNERGY = OVERALL QUALITY AND ABOVE GROUND LIVING AREA (SQFT)

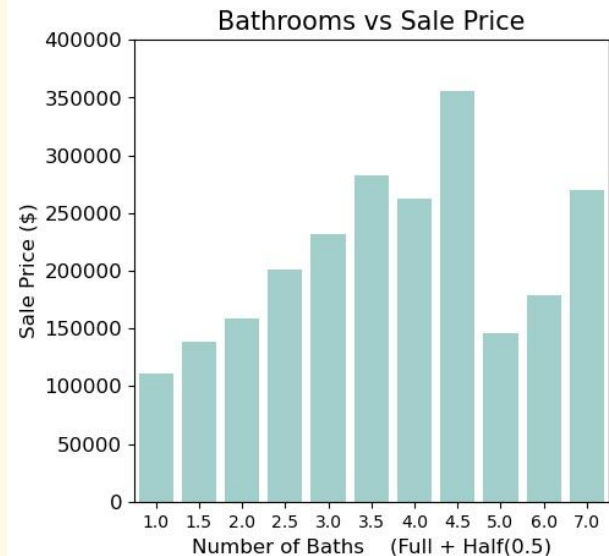


FEATURE ANALYSIS

FIREPLACES



BATHROOMS



FEATURE ANALYSIS

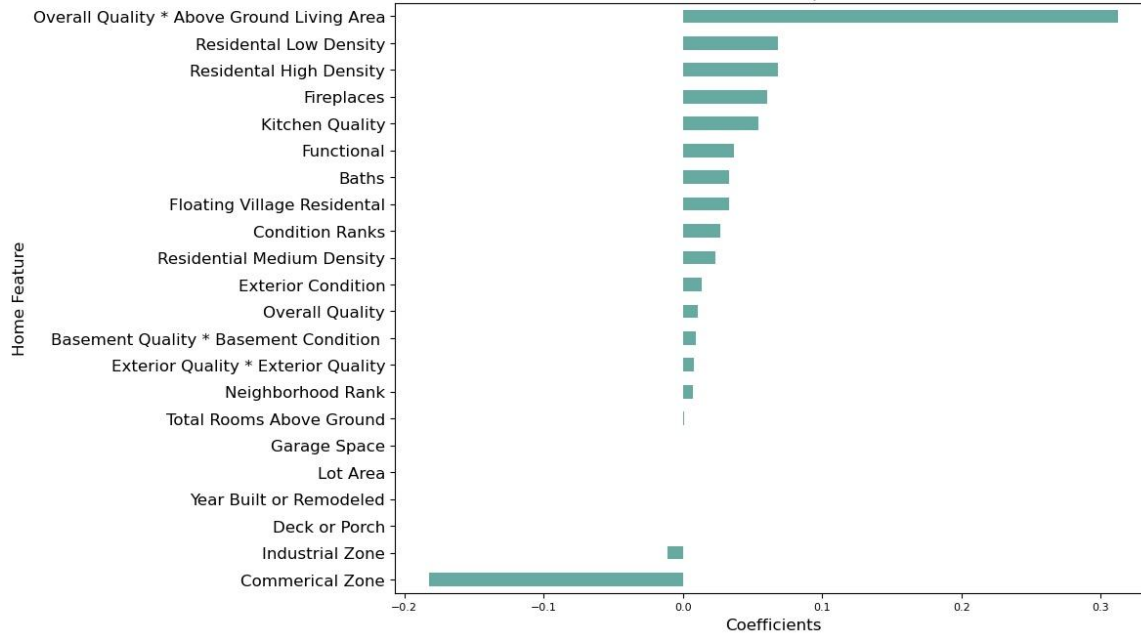


KITCHEN QUALITY



ZONING OF THE HOME

Home Feature Overall Impact on Sale Price



FINAL

RECOMMENDATIONS

Focus on:

- Number of Fireplaces , High Kitchen Quality, and Number of Bathrooms.
- Highest impact was a combination of Overall Quality and Above grade (ground) living area square feet.
- The direct impact of each Overall Quality and Above Ground Living Area needs further investigation.



Happy Flipping!

FINAL

RECOMMENDATIONS

To consider when purchasing homes to flip:

- Homes that are in High and Low Density residential areas tend to have a larger positive impact on sale price.
- Commercially zoned areas have the largest negative impact on sale price.



Happy Flipping!



THANKS

Does anyone have any questions?

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