

Ames Housing Project

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Problem:

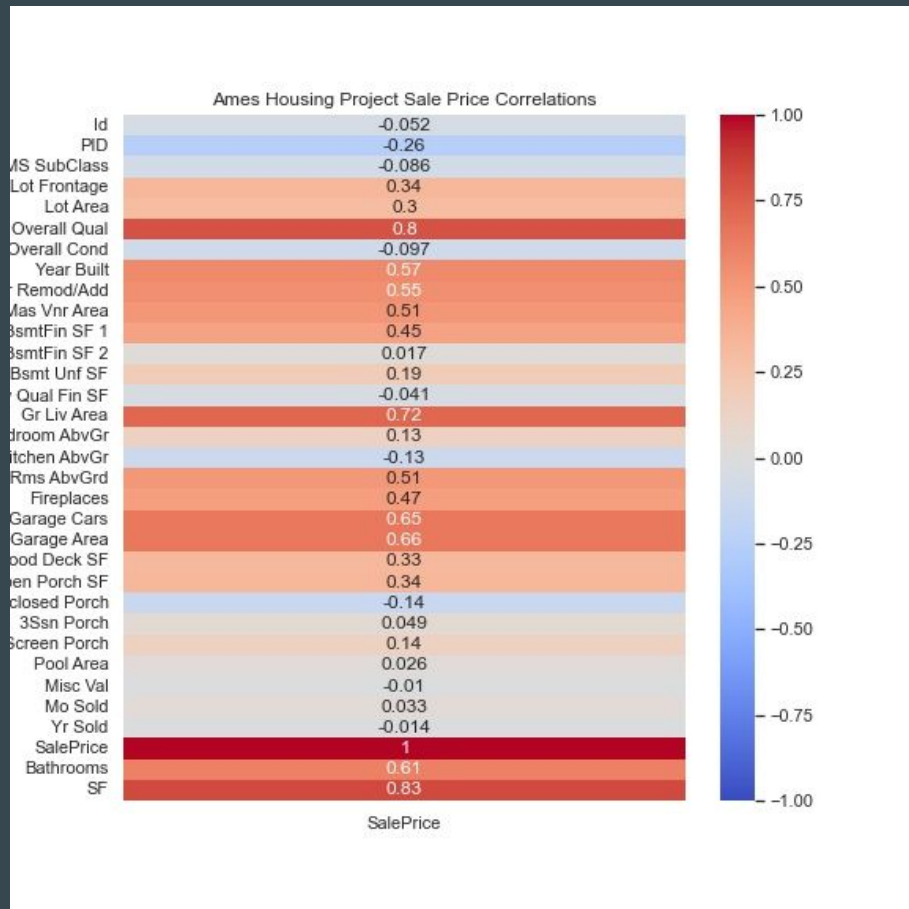
What factor has the highest impact in predicting prices in the Ames, Iowa housing market?

Cleaning

1. Dealing with Null Data
 - a. Lot Frontage
 - b. NA's and 0's
2. Combining Data
 - a. Bathrooms
 - b. SF
3. Dropping Data
 - a. Garage Year Built
 - b. Extra Bathrooms
4. Outliers
 - a. 1st Floor Square Footage

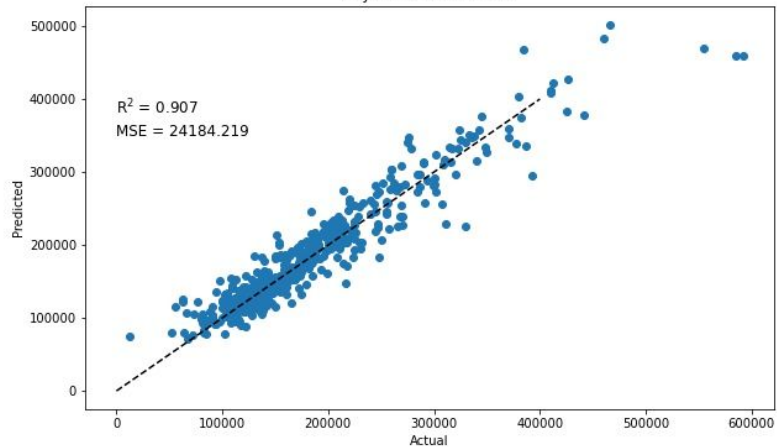
Exploring

- Values greater than 0.6 : 'Overall Qual', 'Gr Living Area', 'Garage Cars', 'Garage Area', 'SF', and 'Bathrooms'.

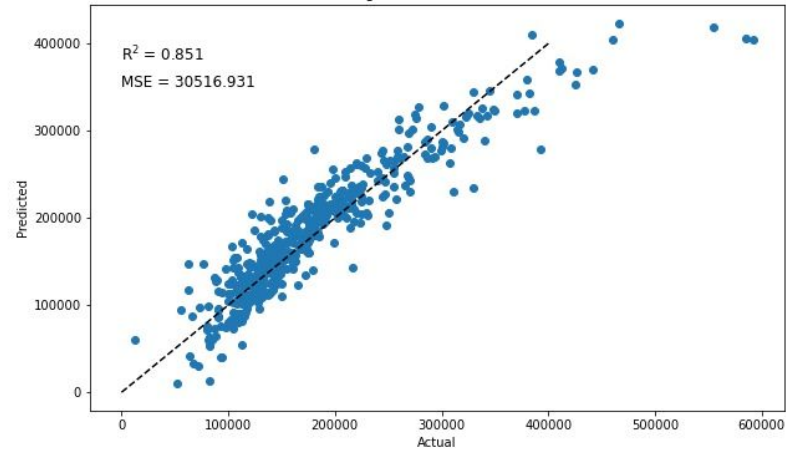


Modeling

Poly Actual vs Predicted



Ridge Actual vs Predicted



Modeling Cont.



Findings

Overall square footage of the inside of the properties found to be positively correlated (0.83) to the sale price and are statistically significant shown in the previous graphs.

Similar with overall build quality(0.8), they were also important to help determine housing prices.

Recommendations

Stakeholders should look for properties that have “very excellent” overall quality as well as high square footage. Finding properties with these qualities tend to have higher sale prices.

In regards to moving this project further, I would do more cleaning and exploratory analysis. Grouping more columns, getting rid of outliers, and getting into neighbors more. Getting a neighbors figure showing the desired neighborhoods.