



Austin Housing Study

For Premier Properties, LLC
By Jen Wadkins



Business Questions

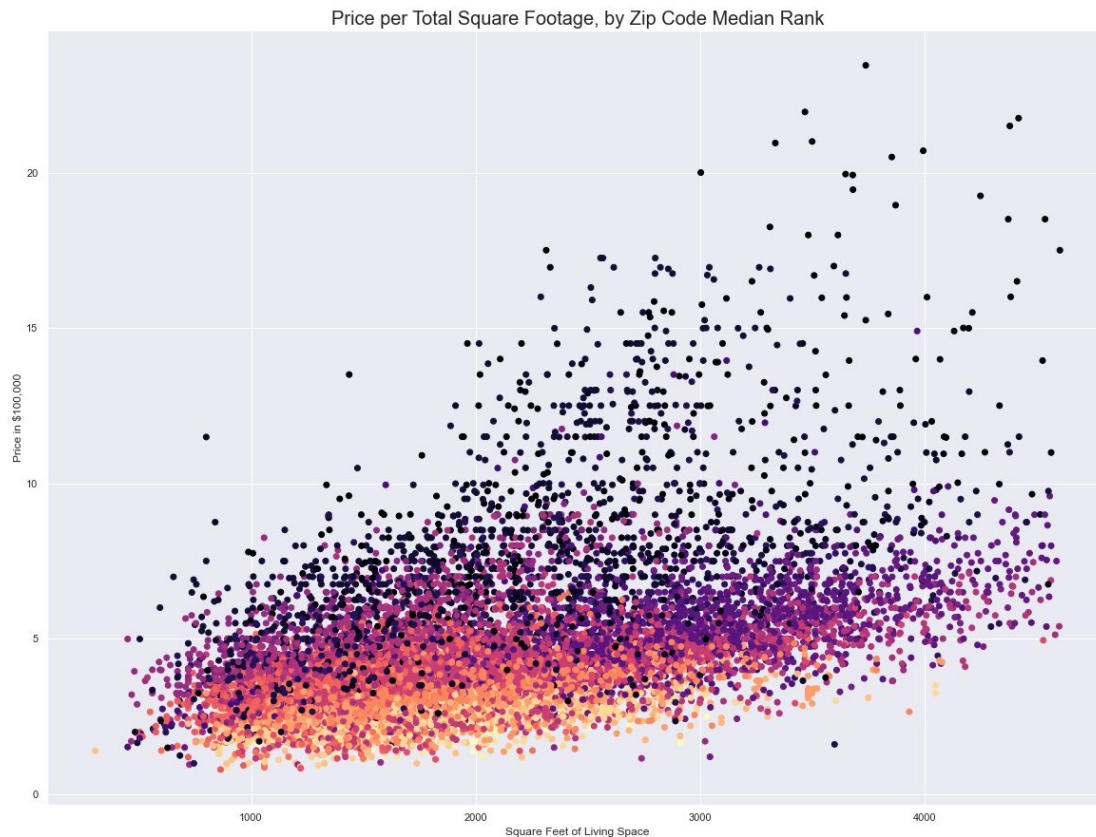
- What are the primary factors influencing housing prices in the Austin metro area?
- What home elements from the listing descriptions are important to the price?
- Do housing images contribute to model power?
- Can we effectively use a model-based system for realtors to determine a proper list price?
- What additional features would strengthen our model?

Factor: Square Footage

House prices rise in a near-linear fashion with square footage for the bottom ~75% of zip codes.

The darkest zip code medians exhibit a strong breakaway in price as square footage rises

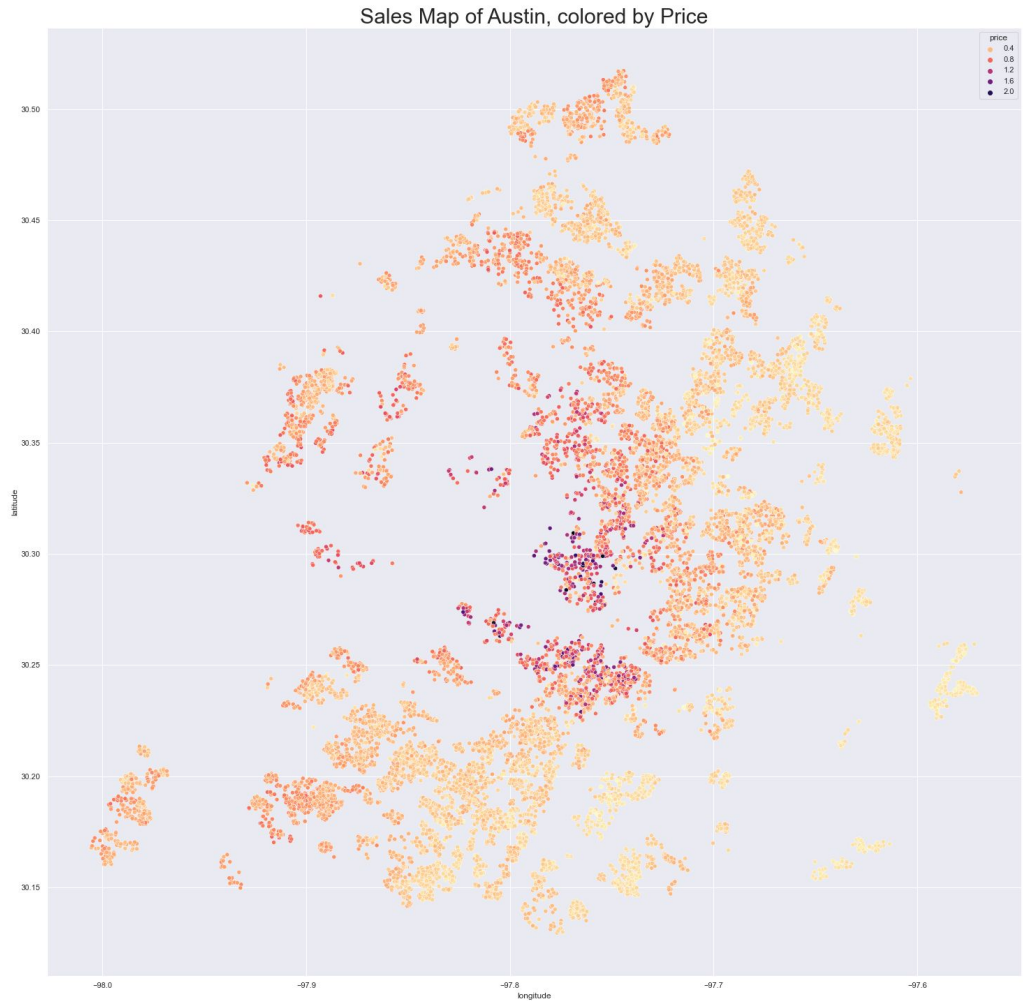
The lighter yellow, orange, red and even purple ranks are relatively linear.



Factor: Location

Location is everything.

Prices reduce as the location moves further from the city center into the suburbs



Other factors

- Number of bathrooms
- School rating
- Lot size
- Descriptive elements/features
- Images

56.4K Error

To model or not to model?

56.4k Mean Average Error in either direction

How to Improve the Feature Set?

- Home condition
- Home build quality
- Neighborhood quality
- Google satellite imagery of property

Thank You