# Analysis of Real Estate Properties in Ames, Iowa

## Recommendations for Investment Strategies

# Hello, Welcome!

Ames, Iowa

# What did I do?

- I looked at the data so you don't have to!

- Took my world class education so I can make you wealthier through **Smarter Real Estate Investing**

- Created a back end tool to keep doing the good work!



Source: Cafe Diem, Ames, IA

What should you,
**The Real Estate Investor**,
care about?

"The Situation"

# Finding 1: Qualitative Factors

- Zoning (Agriculture)
- Utility Access (Electric, Gas Water, Septic Tank)
- House Exterior (Asphalt Shingles)
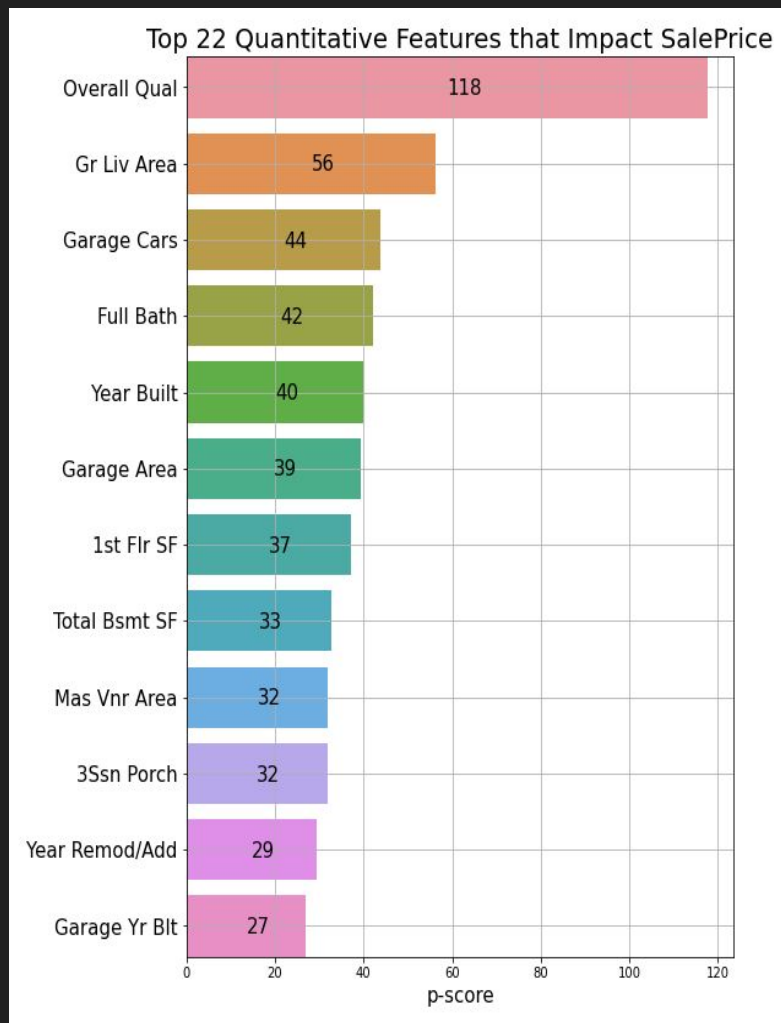- Location (Street Address)

P-score is a calculated number from taking the negative log of a p-value, the probability that we can accept the null hypothesis, the smaller the p-value, the more statistically significant the independent variable is to the predictor. In this case, these p values are below 0.05 and we can accept the alternative hypothesis. Note this graph is on its own p-score scale



Top 22 Qualitative Features that Impact SalePrice
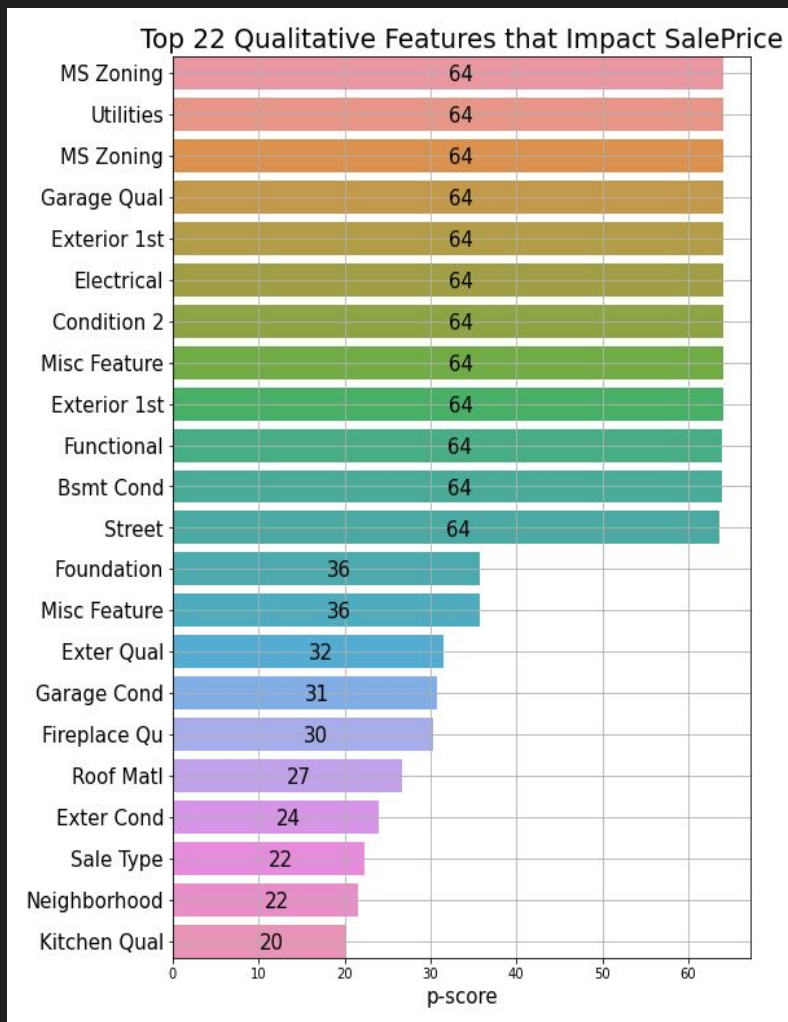
# Finding 2: Quantitative Factors

- Overall Quality (Material and Finish)
- Above ground living area square feet (Gr Liv Area)
- Storage Capacity of Cars in Garage

P-score is a calculated number from taking the negative log of a p-value, the probability that we can accept the null hypothesis, the smaller the p-value, the more statistically significant the independent variable is to the predictor. In this case, these p values are below 0.05 and we can accept the alternative hypothesis. Note this graph is on a different p-score scale, not directly comparable to the previous graph

### Top 22 Quantitative Features that Impact SalePrice

| Feature | p-score |
|---|---|
| Overall Qual | 118 |
| Gr Liv Area | 56 |
| Garage Cars | 44 |
| Full Bath | 42 |
| Year Built | 40 |
| Garage Area | 39 |
| 1st Flr SF | 37 |
| Total Bsmt SF | 33 |
| Mas Vnr Area | 32 |
| 3Ssn Porch | 32 |
| Year Remod/Add | 29 |
| Garage Yr Blt | 27 |

p-score

There's more

# More 1: Detailed Model (Technical)

- Workflow that handles any data you throw at it
- Compares manual and automatic feature selection
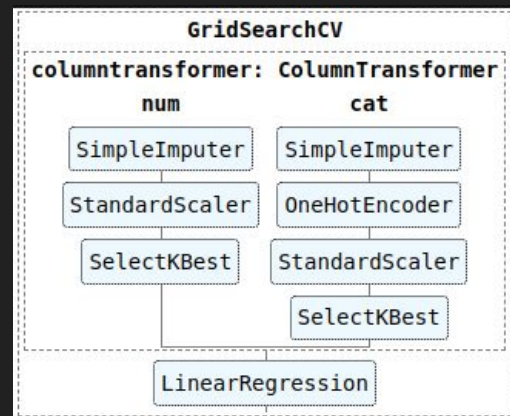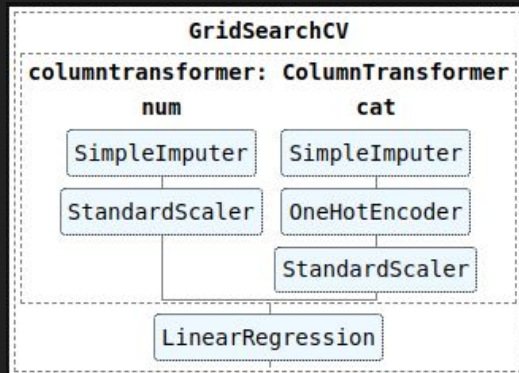
- LR Estimators Used: Linear, Lasso, Ridge, Elastic, KNearest
- LR Classifiers Used: LogisticR, SVR,
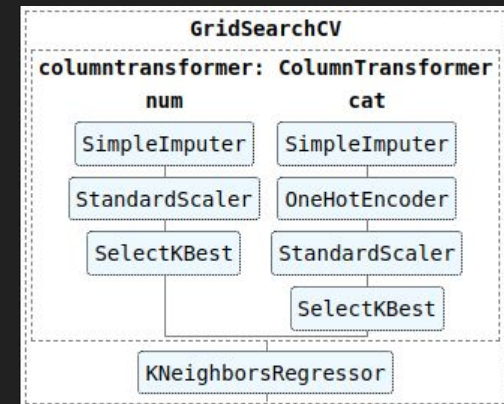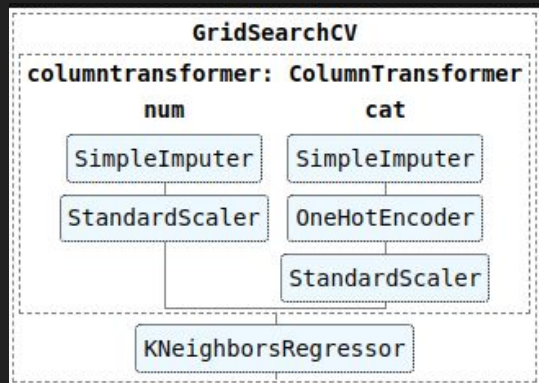
# More 2: ROR; is this specific project worth it?

- Kitchen Upgrade vs Exterior Update?

- Proximity to Mass Transit/Rail Lines?

- Neighbouring Developments?

# More 3: A Backend for Your Investment Strategy

# C - D - E - F

1. **Collect** Data about your desired/existing properties
2. **Determine** Current Sale Price
3. **Examine** Potential Investments
4. **Forecast** Sale Price Improvement

Okay, what's next?

# Next Steps: Get in Touch with me

- I'll send you a detailed report of my findings for you
- We can work together on developing a solution that fits you and your workflow!

# Vivian Nguyen
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# Questions? Comments?