PREDICTING ZILLOW'S ZESTIMATE ACCURACY

GROUP #4

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PROJECT GOAL

The objective of the project is to verify the accuracy of the estimation in the report; moreover here there is a focus on the 8 information quality dimensions method

To reach the target, we analyze the information quality, IQ, through the JMP add-in

1) DATA RESOLUTION

- ➤ 40% of data points were removed due to missing information
- ➤ Only 1,4 K valid points
- ➤Only one state



2) DATA STRUCTURE

- ➤ Multiple sources used besides standard sq meteres also school rankings, proximity of metro
- Data structure is satisfaying, it is hetergoneous



3) DATA INTEGRATION

- ➤ Data between multiple sources used a location as primary key
- There are no privacy concerns as the data is public or home owners accepted to publish it

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4) TEMPORAL RELEVANCE

- The time span is only 3 years and due to high variation of the house prices over time the model could be easily outdated
- ➤ The data needs to be refresh periodically

5) CHRONOLOGY OF DATA AND GOAL

- ➤ Goal is clear
- **>** Retrospecitive
- **>**Ex-post availabilty

6) GENERALIZABILITY

➤Only applicable to Northern Virginia, because here there are more data





7) OPERATIONALIZATION

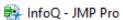
➤ Not clear how this evaluation could be included in decision making process

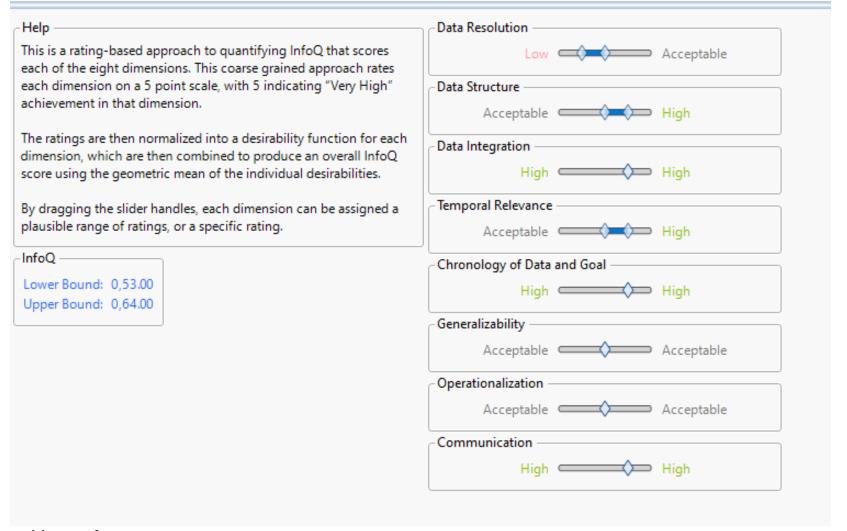
8) COMMUNICATION

➤ Additional presentation is included which summarise on high level the findings









IQ= 58,5%

Table 1- InfoQ-JMP