Capstone Project - The Battle of Neighborhoods

Description of the problem

A commercial store chain is opening a store in San Diego, California; the company needs to know the ethnic background of the community members and the population density. The members of the community will dictate the stores products, and population density will determine the exact location of the store. The store will be stocked with products that relate to the predominant ethnicity’s origin, or ethnic background. The store will be stocked with the fruits, vegetables, recipes, and brands related to their ethnicity. Although, this is only the case if there is a large number of minorities in a given area as there may not be.

Background of the problem

As our communities are developing and evolving, businesses seek new locations/businesses for their various stores, suppliers, and/or raw materials. The changing world needs a dedicated person for each of its many functions. A location for a commercial department chain is an aspect that needs to be taken into consideration by the commercial chain. One of these reasons is if there are not many community members in an area then it is not a desirable location for the commercial chain. Also, if there are a large population of a minority in an area then their products may not sell.

Description of the data

The data can be described as the parts necessary to for the business to succeed in a given area. The business is going to need to be conscious of the other venues in the area, the population density, and the types of products being sold (by both the focal company, and the surrounding venues). The commercial chain is going to need to be conscious of other venues for several reasons. One reason is not to conflict with other local businesses selling their goods, or to saturate their local economy with many of the same types of products, and stores. The commercial chain needs to be conscious of the population density of the area because the larger the number of population density in the area (and a smaller number of similar stores in the area), the more products their company sells and the more their profit increases. Another important aspect is the other types of products being sold by other businesses—ideally, the business would like to be the only supplier of a particular item in an area. The data is looking to yield a profit margin and to be convenient for community members.

How it will we solve the problem?

In order to solve this problem, we need data. We need information about the local populations’ demographic information, population size, and population density. We also need information about other local venues as we are not trying to place these commercial chains stores next to another similar store or in a location that is inappropriate for a grocery/department store. The data scientist needs to gather information about the population of San Diego, California. We will gather ethnicity information, venue information, and population density information for this project.