**Fintech 5Falcon Team - Project Outline**

**Project Title:** Analyzing the effect of Starbucks locations on property values in the neighbourhood.

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**Project Description:** The aim of the project is to establish quantitatively that proximity of central markets, using Starbucks as a case study makes a significant difference on estimated home values, appreciation, and average tax amounts in the neighborhood. This algorithm will help investors to determine which neighborhood to invest in property that will produce maximum return on investment.

**Research Questions and Answers:**

* **Question:** Do home's proximity to Starbucks make significant differences among estimated home values, appreciation, and average tax amounts.
* **Answers:** To establish quantitatively that proximity of Starbucks ( a case study in Austin city Texas) make significant differences among estimated values, appreciation, and average tax amounts.

Dataset to be used:

* Real estate API’s (Home price data 2010 – 2020, Average tax amount over the same time)
* Starbucks location API/data in pilot location – Austin City Texas
* Neighborhoods within same zip code as Starbucks
* Neighborhoods in the zip code without Starbucks
* Demographic data

Task Breakdown:

Project timeline: Nov 2 – 14, 2021

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| Releases | High level Story points | Timeline |  |
| Sprint 1 | Project planning and Data fetching/API integration | 11/03/21 | 11/04/21 |
| Sprint 2 | Data cleansing and Data Analysis | 11/05/21 | 11/06/21 |
| Sprint 3 | Coding and Testing and Documentation | 11/06/21 | 11/07/21 |
| Sprint 4 | Coding and Testing and Documentation | 11/08/21 | 11/09/21 |
| Sprint 5 | Creating Presentation | 11/10/21 | 11/10/21 |
| Sprint 6 | Presentation | 11/11/21 | 11/11/21 |
| Sprint 7 | Post presentation review, Coding updates and Project submission | 11/12/21 | 11/14/21 |