**Fintech 5Falcon Team - Project Outline**

**Project Title:** The effect of Starbucks locations on property values

**Team Members:** Quentin Reynolds, Anjana Chowdiah, Emmanuel George, Alyssa Holman, Azaldin Assi

**Project Description:** The aim of the project is to establish quantitatively that proximity of central markets using Starbucks/HEB and Trader Joes as pilots make significant differences among estimated values, appreciation, and average tax amounts. This will help investors to determine which neighborhoods to invest in property that will produce maximum return on investment.

**Research Questions and Answers:**

* **Question:** Do home's proximity to Starbucks/HEB and Trader Joes make significant differences among estimated values, appreciation, and average tax amounts.
* **Answers:** To establish quantitatively that proximity of central markets using Starbucks/HEB and Trader Joes as pilots 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, Demographic data
* Cities to focus on are (Dalas, Austin and Houston)
* 2 neighborhoods per city piloted with comparative status
* Record of communities with to Starbucks/HEB and Trader Joes
* A record of neighborhoods without Starbucks/HEB and Trader Joes

**Task Breakdown:**

Project timeline: Nov 2 – 14, 2021

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| Releases | High level Story points | Start | End |
| 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 |
| Sprint 8 | Retrospectives | 11/14/21 | 11/14/21 |

Scrum Master: Emmanuel George