Business Analytics 32500

Final Project Proposal

Group Members: Julio Gonzalez, Farah Topia, Raymond Tecaxco

Analysis Question:

- How does geolocation and population affect the amount of sales for retail stores and how can we utilize it as a measure of success?

Justification:

- Our research is beneficial because it can determine the measure of success for areas with different populations. We are focusing on the relationship between location and retail stores and how population affects sales.

What Do We Need To Know:

- The population of the specific cities being studied
- Consumer spending in the specific cities being studied
- Volume of tourism in the specific cities being studied

Data Sources:

Data retrieved for the population of each city has been received from the US consensus

This data includes the amount of residents who populate the City of New York, Los Angeles, Oregon City, and Portland City. The information was gathered by an official federal census conducted every decade in the United States.

NYC

https://data.census.gov/profile/New_York_city,_New_York?g=160XX00US3651000#employment

LA

https://data.census.gov/profile/Los_Angeles_city,_California?g=160XX00US0644000

Oregon City

https://data.census.gov/profile/Oregon_City_city,_Oregon?g=160XX00US4155200

Portland

https://data.census.gov/profile/Portland_city,_Maine?g=160XX00US2360545

Tourism Data has been retrieved from the following links:

The data includes visitation trends for New York City and how tourism affects business.

NYC-https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/newyorkcity/2023_
Travel_Tourism_Outlook_a287c771-73ef-40be-b136-25ffb453bd86.pdf

The data includes visitation trends for Los Angeles and how tourism affects business.

LA-https://www.discoverlosangeles.com/los-angeles-tourism-announces-tourism-industry-gener
ated-345-billion-in-total-business-sales-in#:~:text=In%202022%2C%20Los%20Angeles%20wel
comed,to%20record%2Dbreaking%202019%20levels

The data on Oregon includes a powerpoint presentation on tourism in Oregon and how different
visitors affect their business.

Oregon-https://industry.traveloregon.com/wp-content/uploads/2023/06/Travel-Oregon-Visitor-Pr
ofile-2021-22-Statewide-Report-of-Findings-rev.-6.23.pdf

The data retrieved for Portland includes the total tourism and how their economy

Portland-https://www.visitportland.com/partners/what-we-do/#:~:text=Driving%20Tourism%20
%2B%20Our%20Economy&text=1.7%20million%20passengers%20come%20through,Greater
%20Portland%20Region%20each%20year.

Libraries

SQL

Python

EDA: