

**Problem and background:**

There have been 257 kidnapping incidents occurring in city of San Francisco in 2016. Given the limited police force resource, the police department has contacted the data scientist to address the following questions:

- Where have most kidnapping incidents occurred and is there a seasonal pattern (weekday, time) for example?
- Is there a pattern in terms of criminal choice of favourite location (eg. common venue) for these crimes and is there a rational explanation for such pattern?
- Could we get some insight about the time vs. the location of kidnapping in order to improve police's time allocation more efficiently for crime prevention (i.e. patrolling certain type of location at certain time of the day?)
- Can we derive information about the neighbourhood without prior knowledge of the incident area?