

EFFECT OF MEDIAN HOUSE PRICES ON VENUE DISTRIBUTION IN ADEALIDE

Predicting popular venues is useful for people looking to start up new businesses

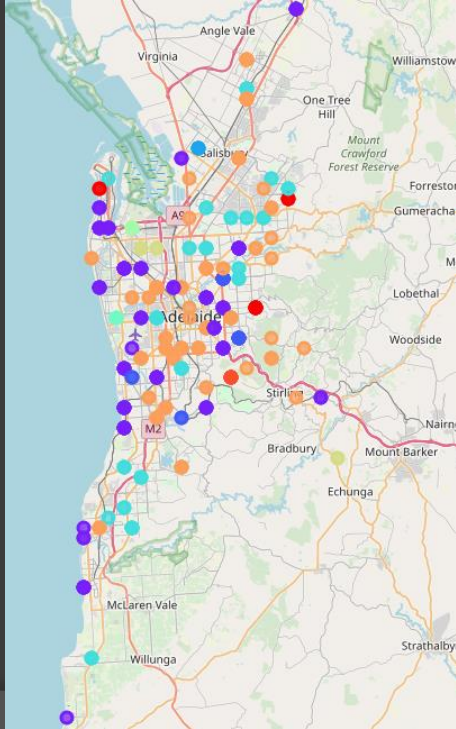
- ⦿ People looking to start up new small business often don't want to start one without considering the risks associated with it.
- ⦿ Out of the many considerations that one may have when starting a small business, two of them are the potential popularity of a given business in an area, cost of setting up a business in that area and who their potential customers are.
- ⦿ Because of this, being able to correlate the two factors is of interest.

Data acquisition and cleaning

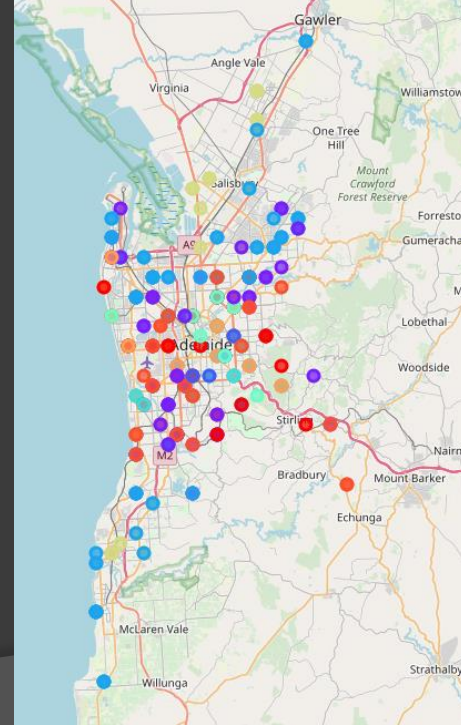
- ◉ 2019 Q4 median house sale prices
(<https://data.sa.gov.au/data/dataset/metro-median-house-sales>)
- ◉ Metropolitan Adelaide suburb GPS coordinates
(<https://gist.github.com/randomecho/5020859>)
- ◉ Rows with no recorded house sales were dropped
- ◉ Suburbs that were outside of metropolitan Adelaide were dropped
- ◉ Overall, a total of 354 suburbs were cleaned in the dataset and used to collect venue information through the Foursquare API

Comparison of Clustering

● Venue Clusters



● Median House Price Clusters



Conclusion and Future Direction

- ◉ There was no clear correlation found between median house prices and venue distribution.
- ◉ Other factors may have greater effects on the distribution of venues across Adelaide suburbs.
- ◉ Potential future directions include the effect of geographical location on venue distribution.