



# BATTLE OF NEIGHBORHOODS

Finding the best office location in San Francisco

## Introduction

San Francisco is the one of the world's most prosperous financial centers, and many business owners and entrepreneurs dream of setting open their own office in the city of San Francisco. For this project, I will use data analysis to assess the neighborhoods and try to provide some useful recommendation and insights for those who want to find the optimal place to set up their office in San Francisco.

A good office can make or break your company. It has a direct impact on your finances and a significant influence on your employees' morale and productivity. This is especially true for startup companies who, more often than not, have limited cash and need to retain their best talent. Location can play a major role in your organization's success. Let's say you locate your business in a major tech hub like San Francisco, for instance. You'll be competing for talent in an incredibly fierce employment ecosystem.

Based on the research I did, the first thing is transportation. A good place with convenient public transportations will definitely be helpful for your employees to commute and clients to visit. Also, it would be great to have some nice restaurants nearby that can provide quality meals for your employees. Having some nice restaurants can somewhat motivate employees to work harder. Moreover, it is important to consider the crime rate of the neighborhood because a safe neighborhood will reassure your employees and prevent the company from potential loss. Lastly, we surely need to consider the price of the place and see if make some tradeoff between the price and the quality of neighborhood. Foursquare API enables me to collect the nearby restaurants and their ratings determine the whether the transportation is good based on number of public transportations nearby.

## Data

Since I plan to use choropleth to show how crime rates vary across analysis neighborhoods, the first data I will use is the json file containing the borders of San Francisco neighborhoods. Second, I am going to use the crime rate data which is in csv format to create the choropleth. The above two datasets are available on Also, Foursquare API enables me to explore some venues in each neighborhood and compare them. For example, does the neighborhood have adequate restaurants? How is the quality? Does the neighborhood have convenient transportation? These questions will all be answered by looking at the data Foursquare provides.