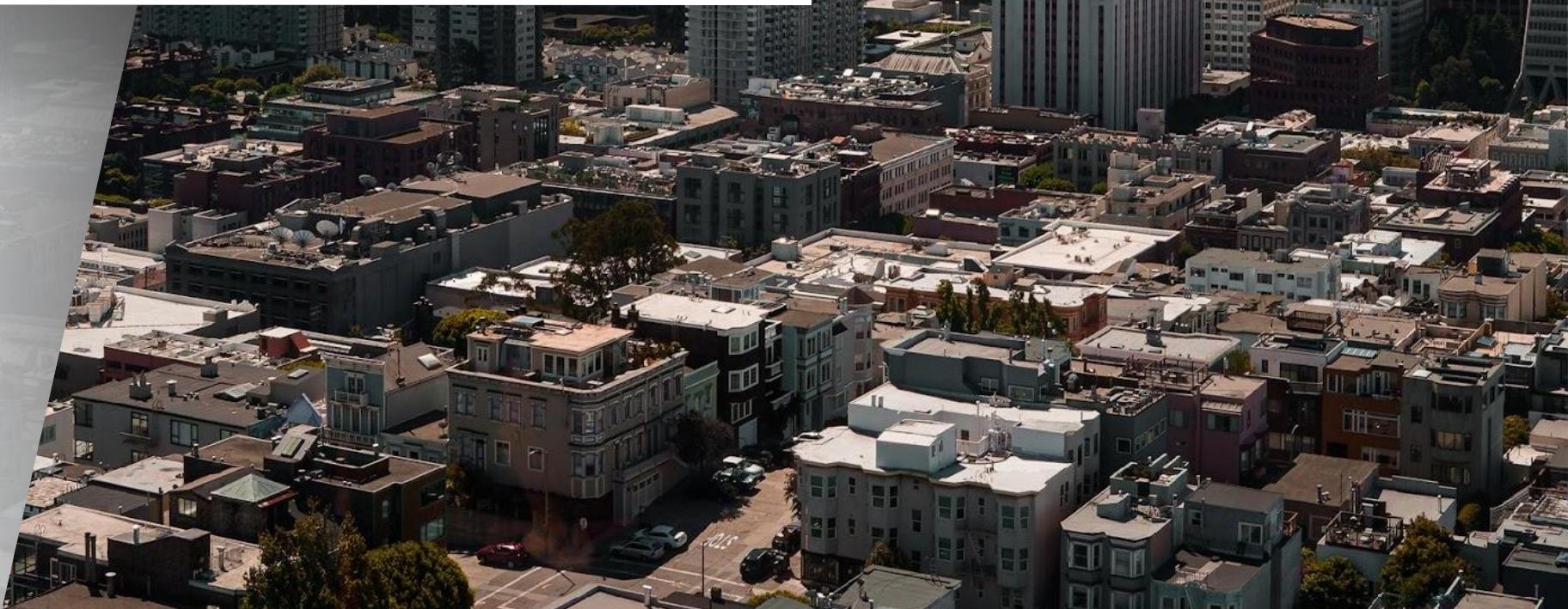




SPORTS FAN LLC

# CRIME ANALYSIS

SAN FRANCISCO & BALTIMORE





# AGENDA

**01**

Our Team

**02**

Goal

**03**

Data

**04**

San Francisco

**05**

Baltimore

**06**

Machine  
Learning

**07**

Questions

# THE TEAM



Ariel  
Lin



Lwam  
Mehare



Melissa  
Madera



Michael  
Mitchell



Telman  
Erdenebat

# GOALS AND OBJECTIVES

- 01** Provide Sports Fans LLC with current crime data and trends in the cities they are opening new stores in
- 02** Provide the crisis response/ loss prevention departments with insights into crime in SF and Baltimore
- 03** Make recommendations for specific neighborhoods that would be the safest for retail locations



# DATA

## Baltimore

- contains location and characteristics of major (Part 1) crime against persons such
  - homicide, shooting, robbery, aggravated assault etc. within the City of Baltimore.
- Data is updated weekly.

## San Francisco

- includes incident reports filed starting January 1, 2018 - present.
- These reports are filed by officers or self-reported by members of the public using SFPD's online reporting system
  - reviewed and approved by Sgt./Lt.



# SAN FRANCISCO

2020  
**POPULATION**  
**874,784**

0.0202% 1-YEAR  
DECLINE

2020  
**MEDIAN  
HOUSEHOLD  
INCOME**  
**\$119,136**

5.95% 1-YEAR  
GROWTH

2020  
**POVERTY RATE**  
**10.1%**

2.1% 1-YEAR DECREASE

2020  
**EMPLOYED  
POPULATION**  
**521,465**

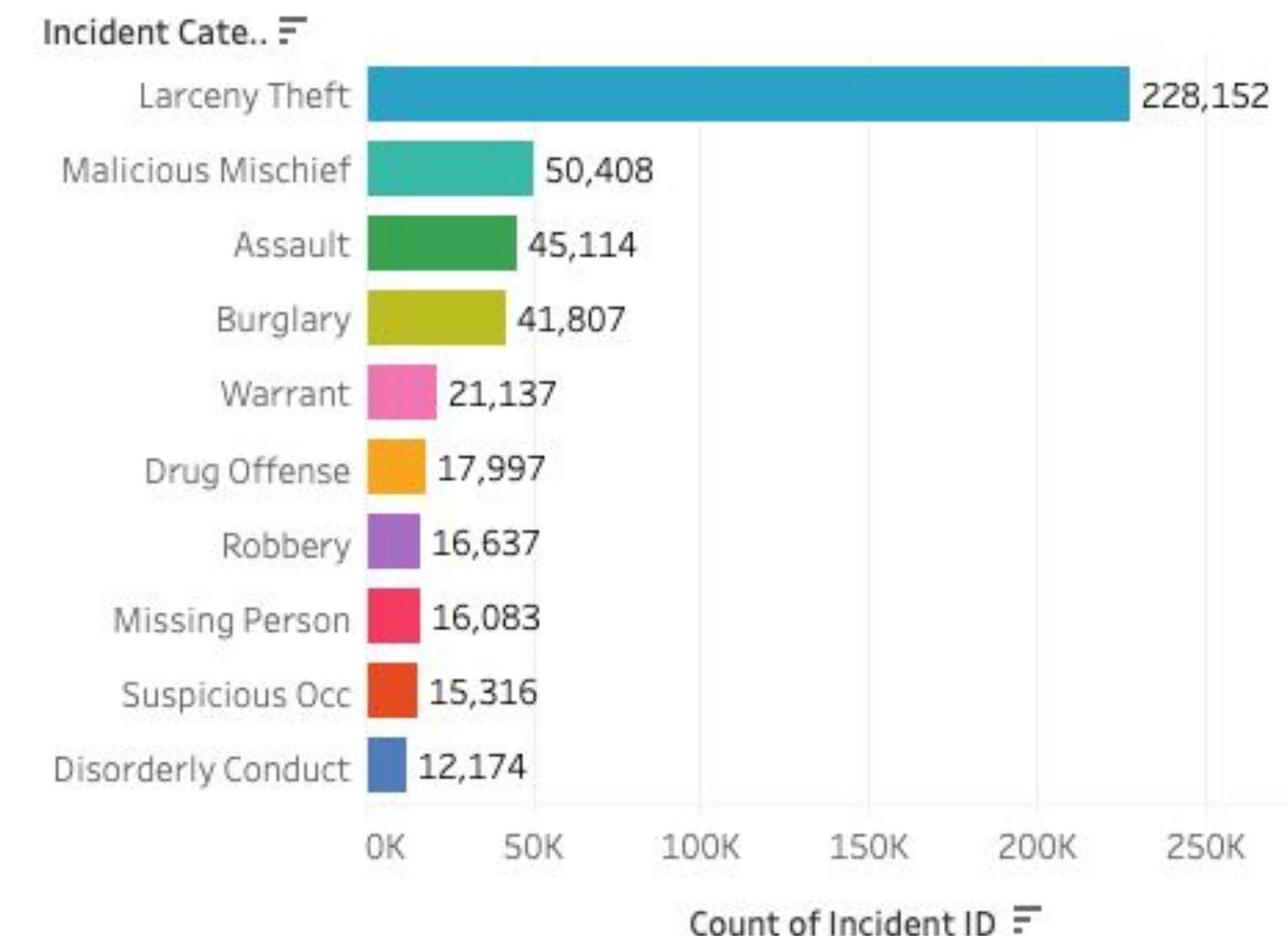
0.389% 1-YEAR DECLINE

# OVERVIEW OF CRIME TYPES

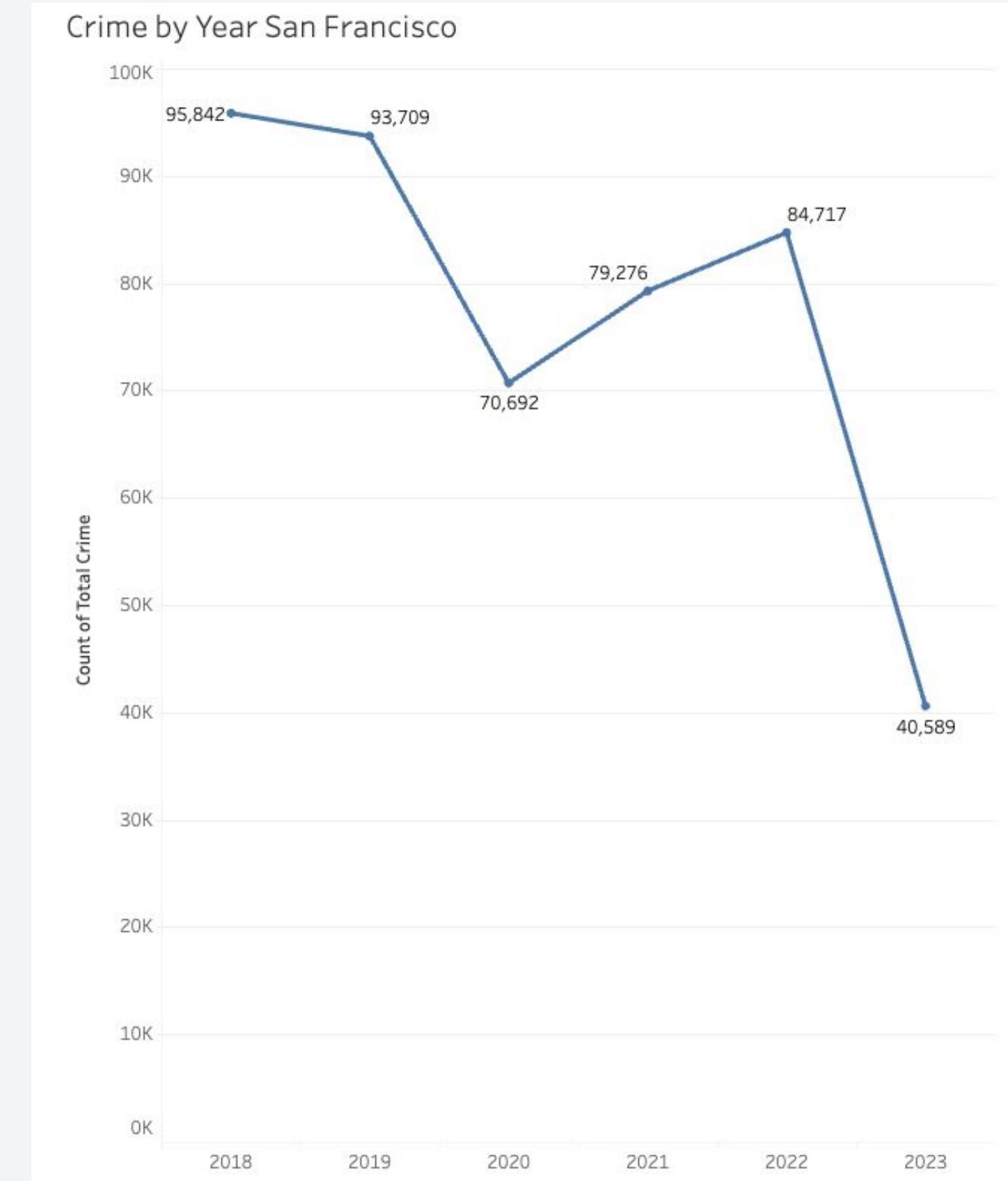
Total Crime by Category San Francisco



Top 10 Crime Categories San Francisco

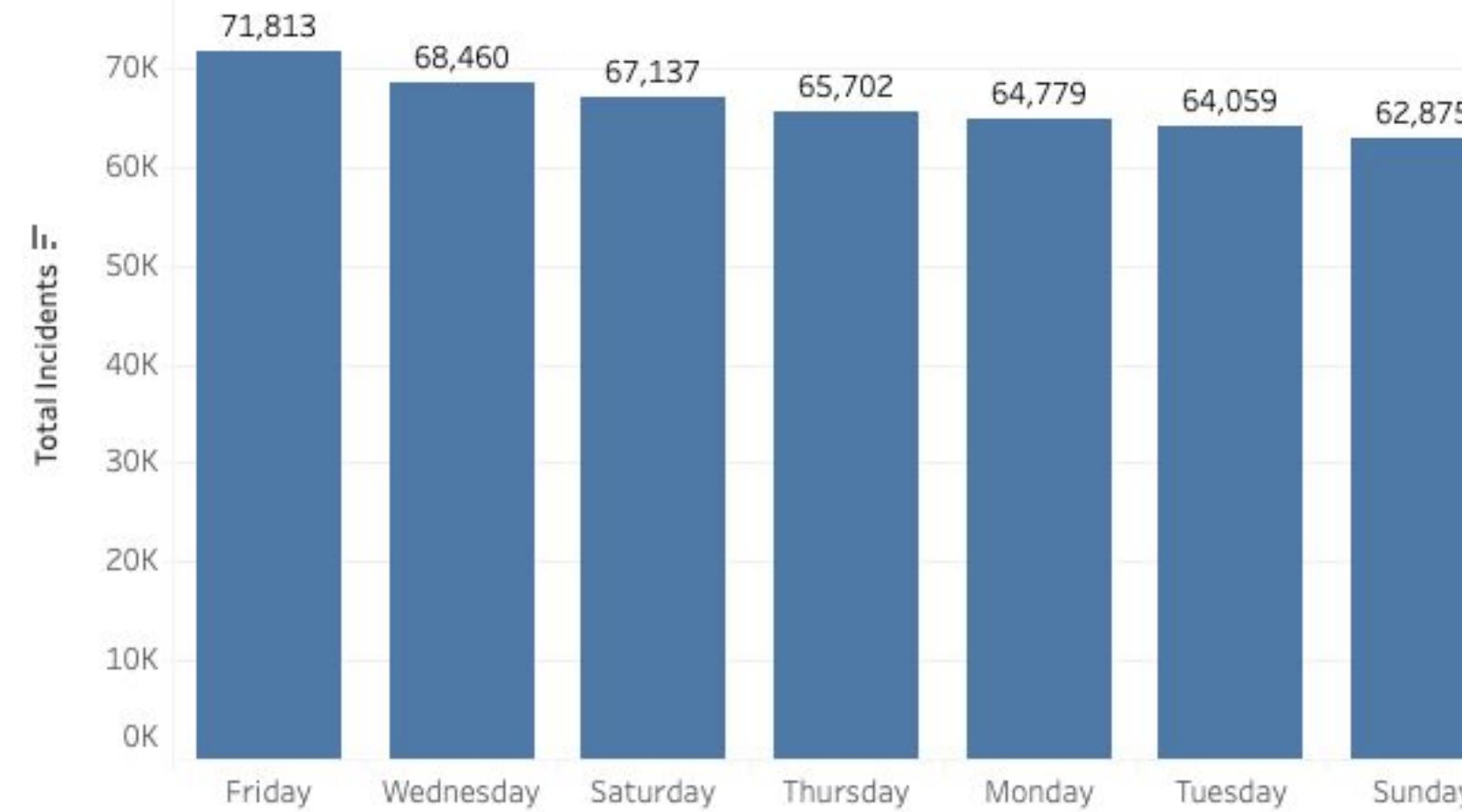


# CRIME BY YEAR SF



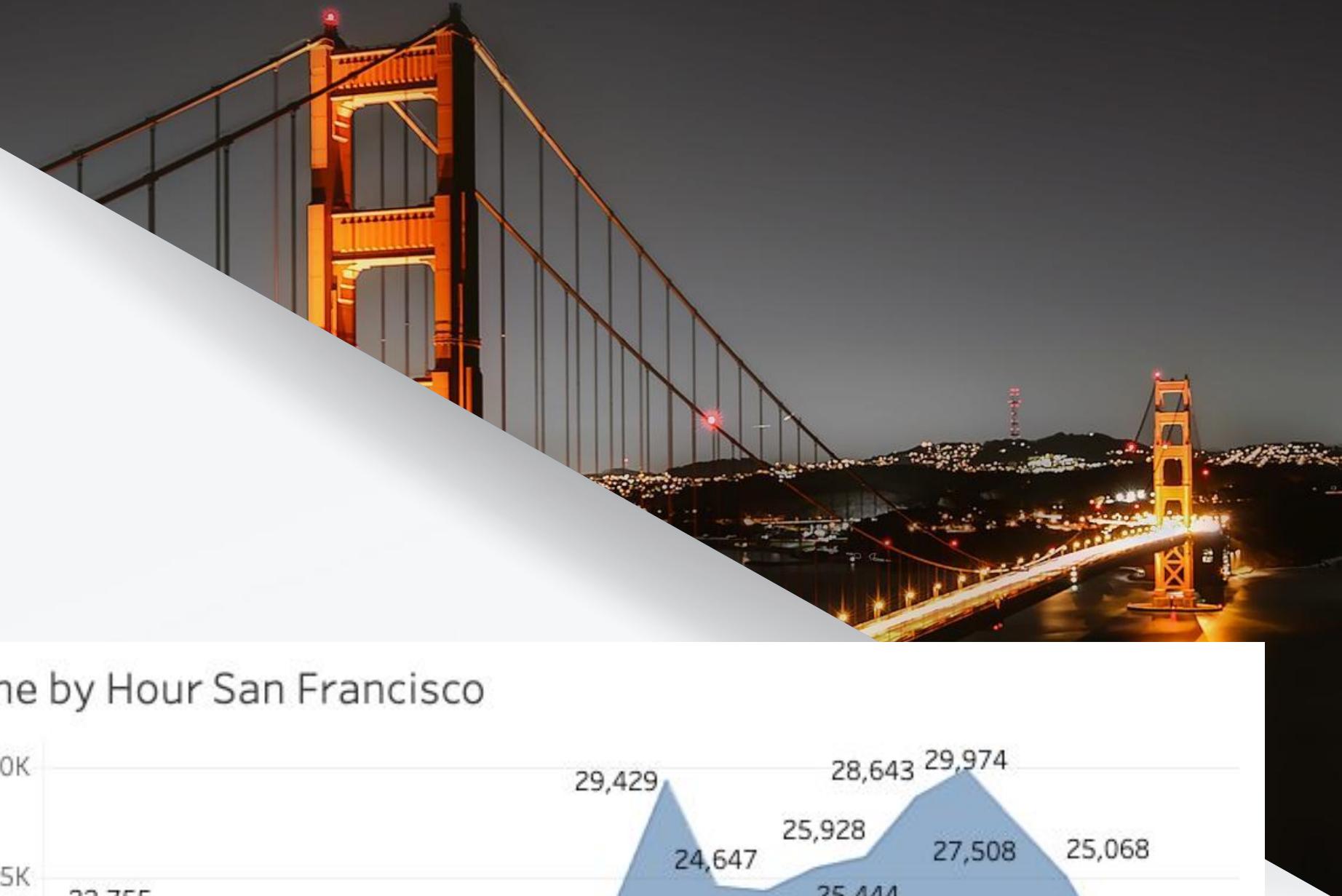
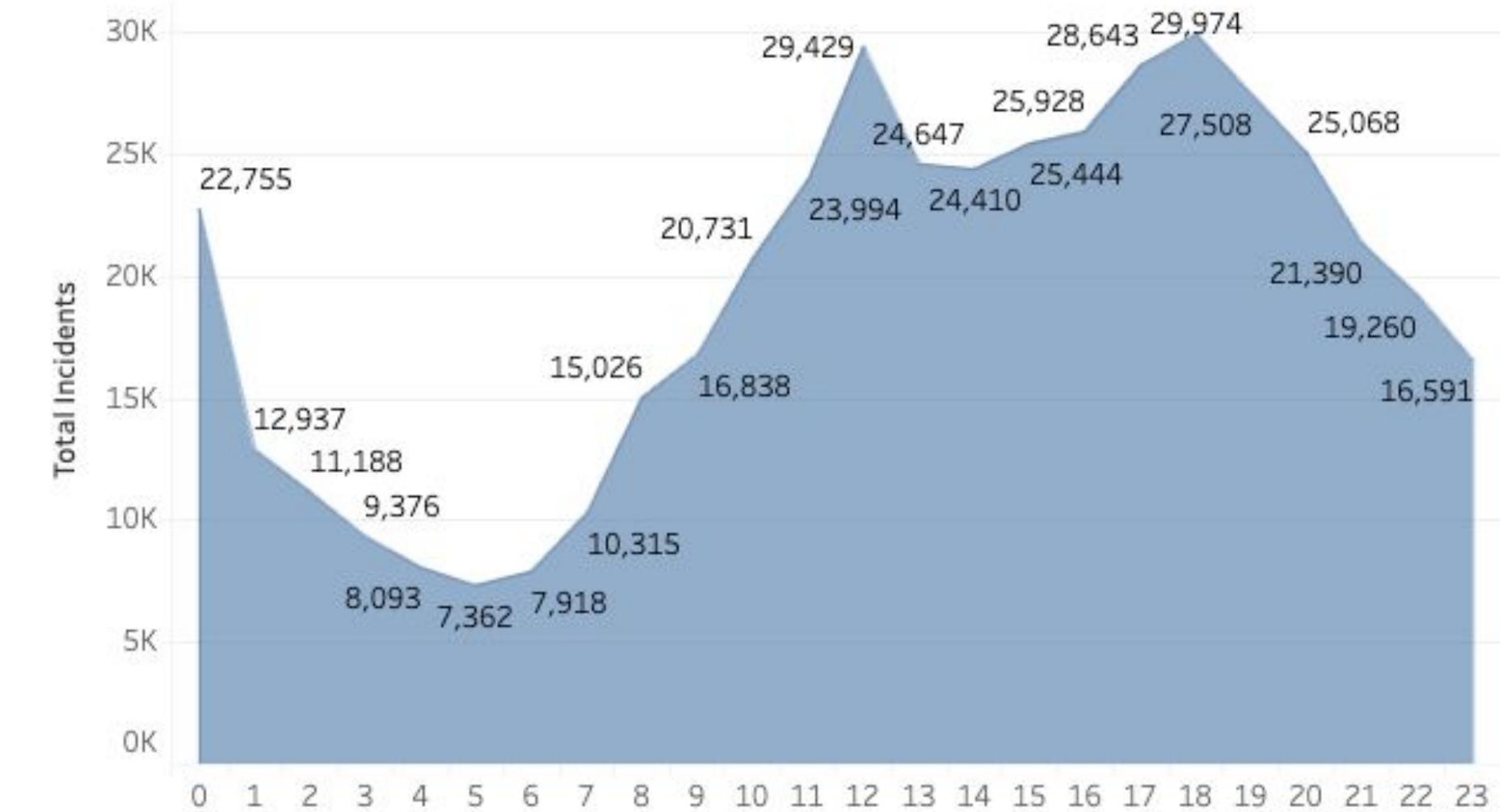
# A DAY TO DAY LOOK SF

Crime by Weekday San Francisco



- Sunday- Tuesday have least incidents
- Peak crime hours ~12pm-9pm

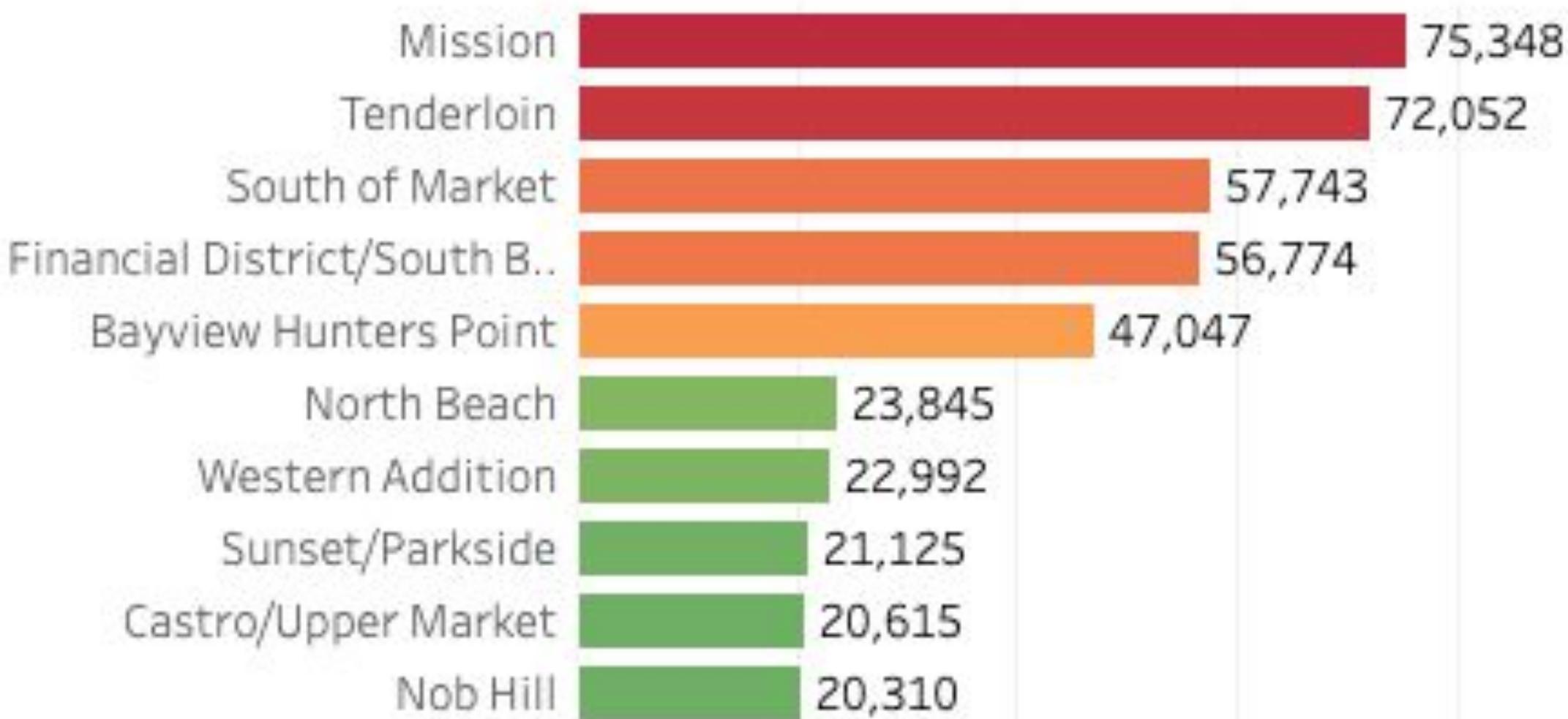
Crime by Hour San Francisco





# CRIME BY NEIGHBORHOOD

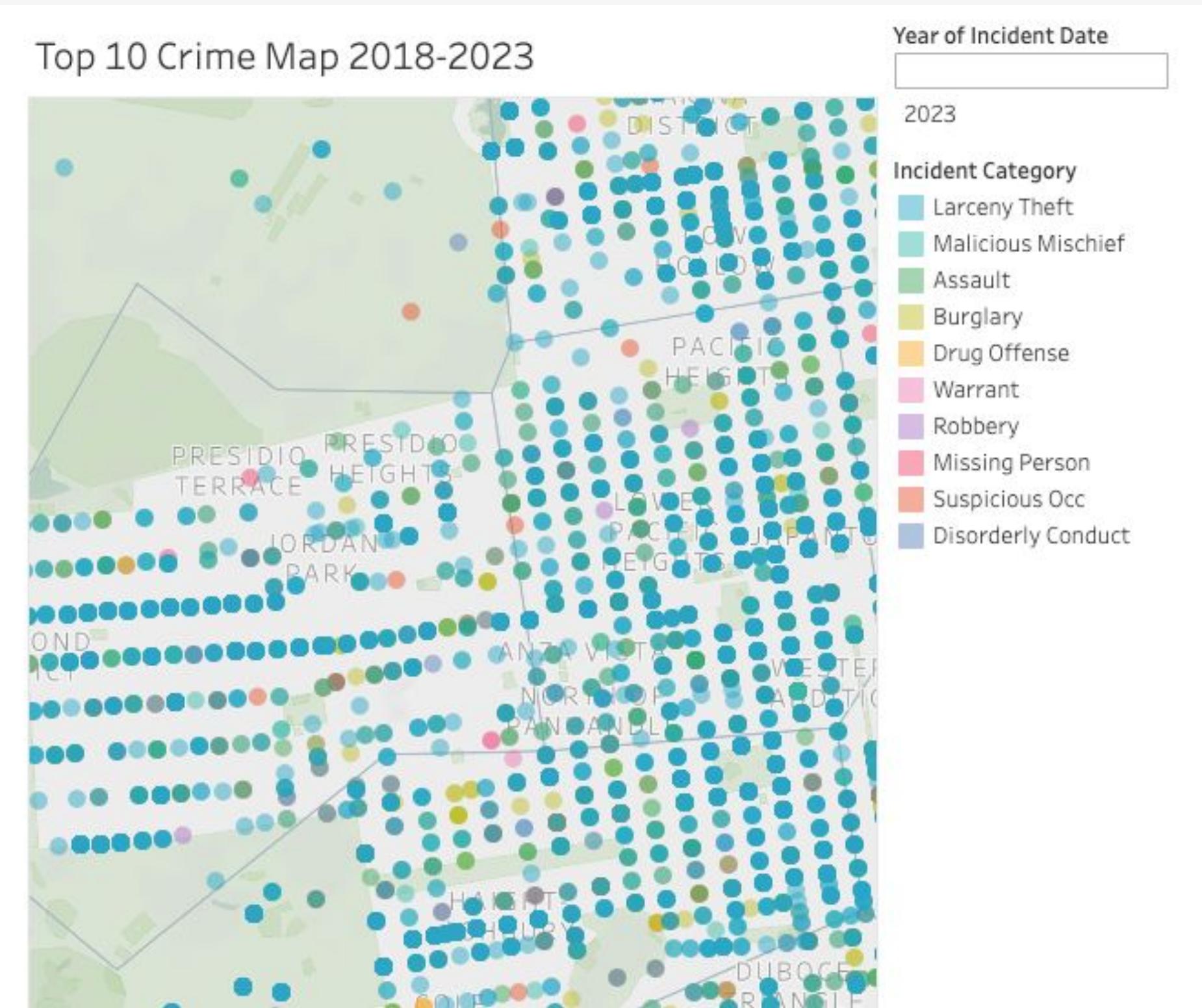
## Crime by Neighborhood San Francisco



**TOP 10**

see Tableau Story for full interactive view

# CRIME MAP SF



See Tableau for interactive map



# BALTIMORE



2020  
POPULATION  
**602,274**

1.1% 1-YEAR  
DECLINE

2020  
MEDIAN  
HOUSEHOLD  
INCOME  
**\$52,164**

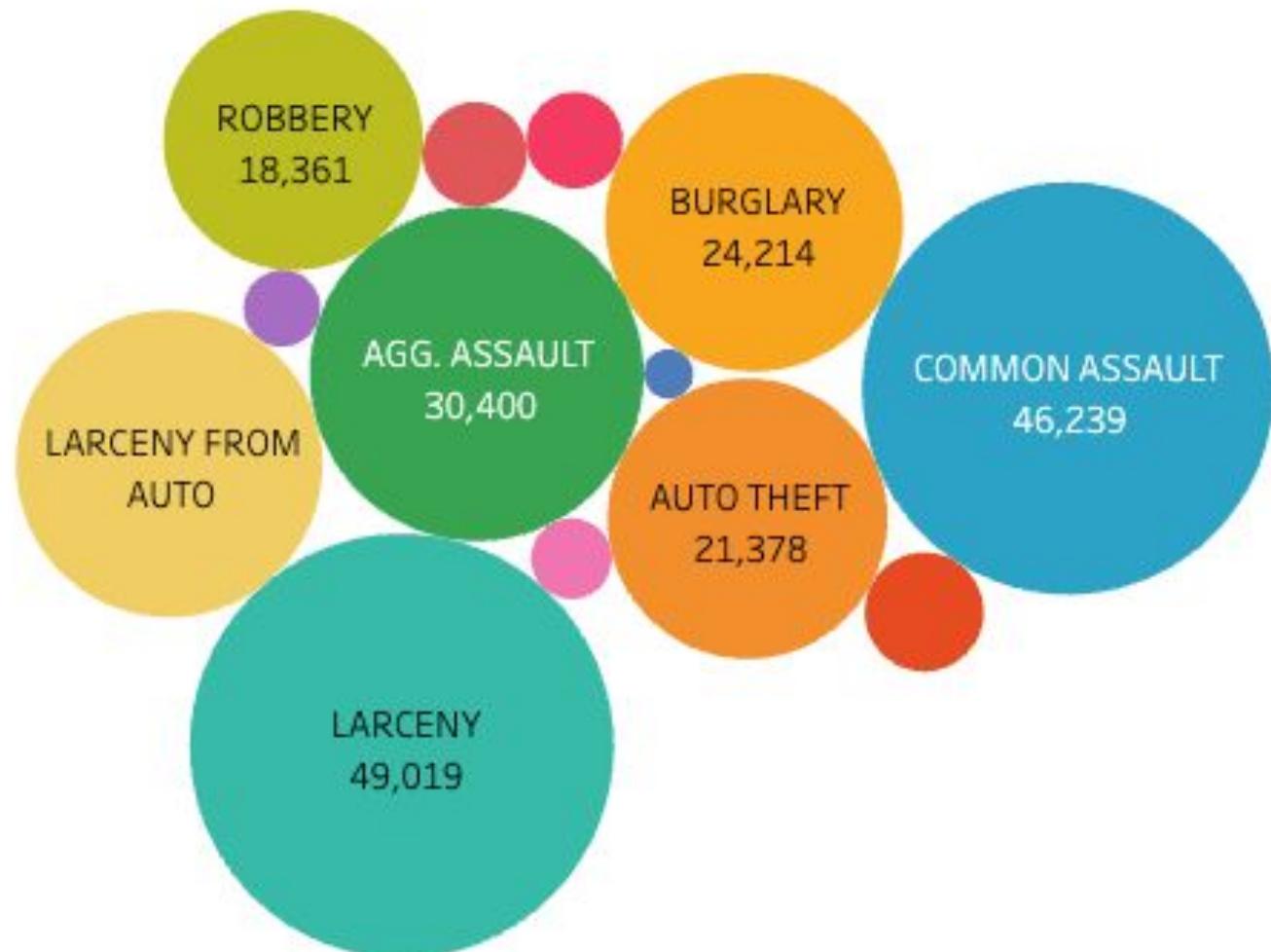
3.54% 1-YEAR  
GROWTH

2020  
POVERTY RATE  
**20%**  
5.52% 1-YEAR  
DECREASE  
2020  
EMPLOYED  
POPULATION  
**281,905**

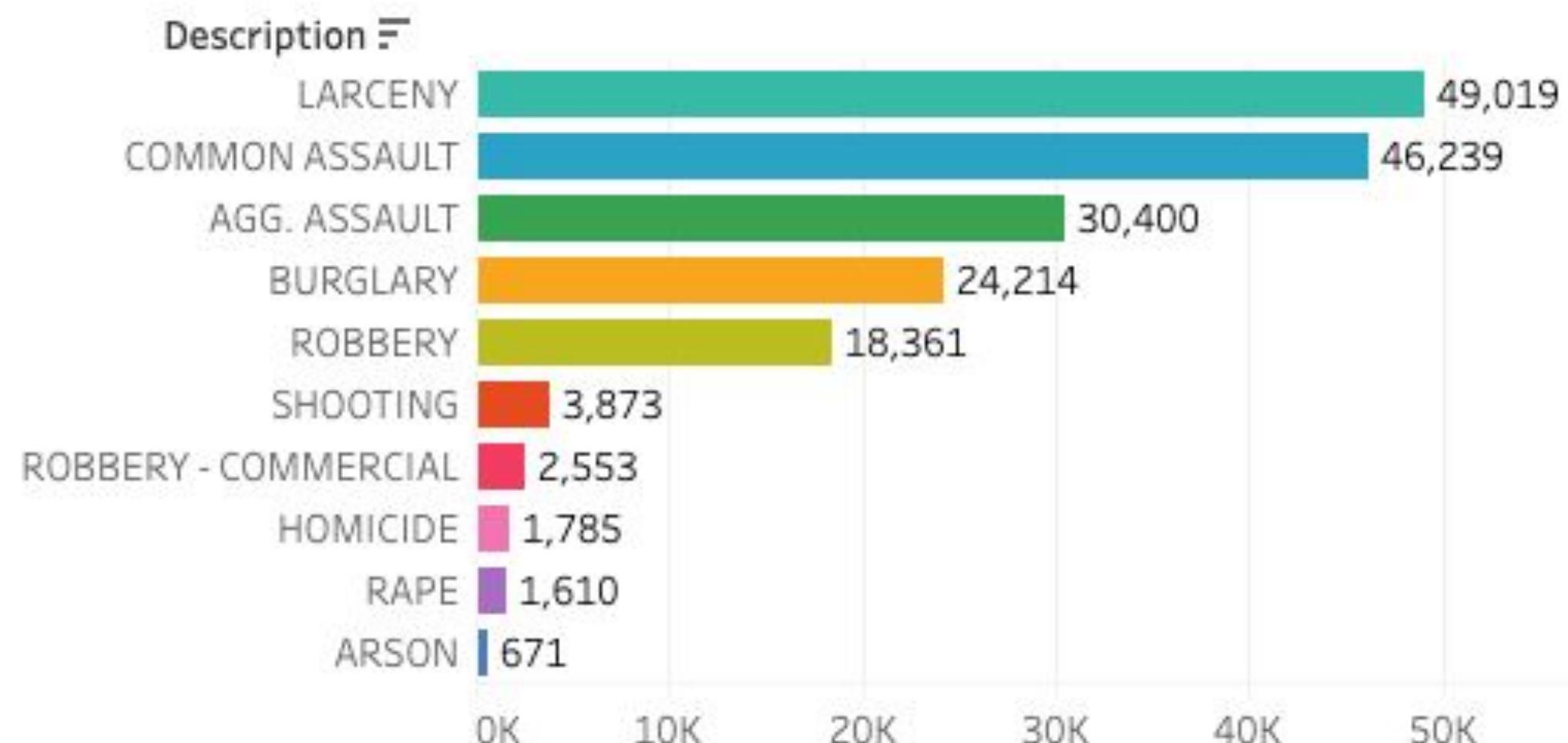
0.362% 1-YEAR  
GROWTH

# OVERVIEW OF CRIME TYPES

Total Crime by Category Baltimore



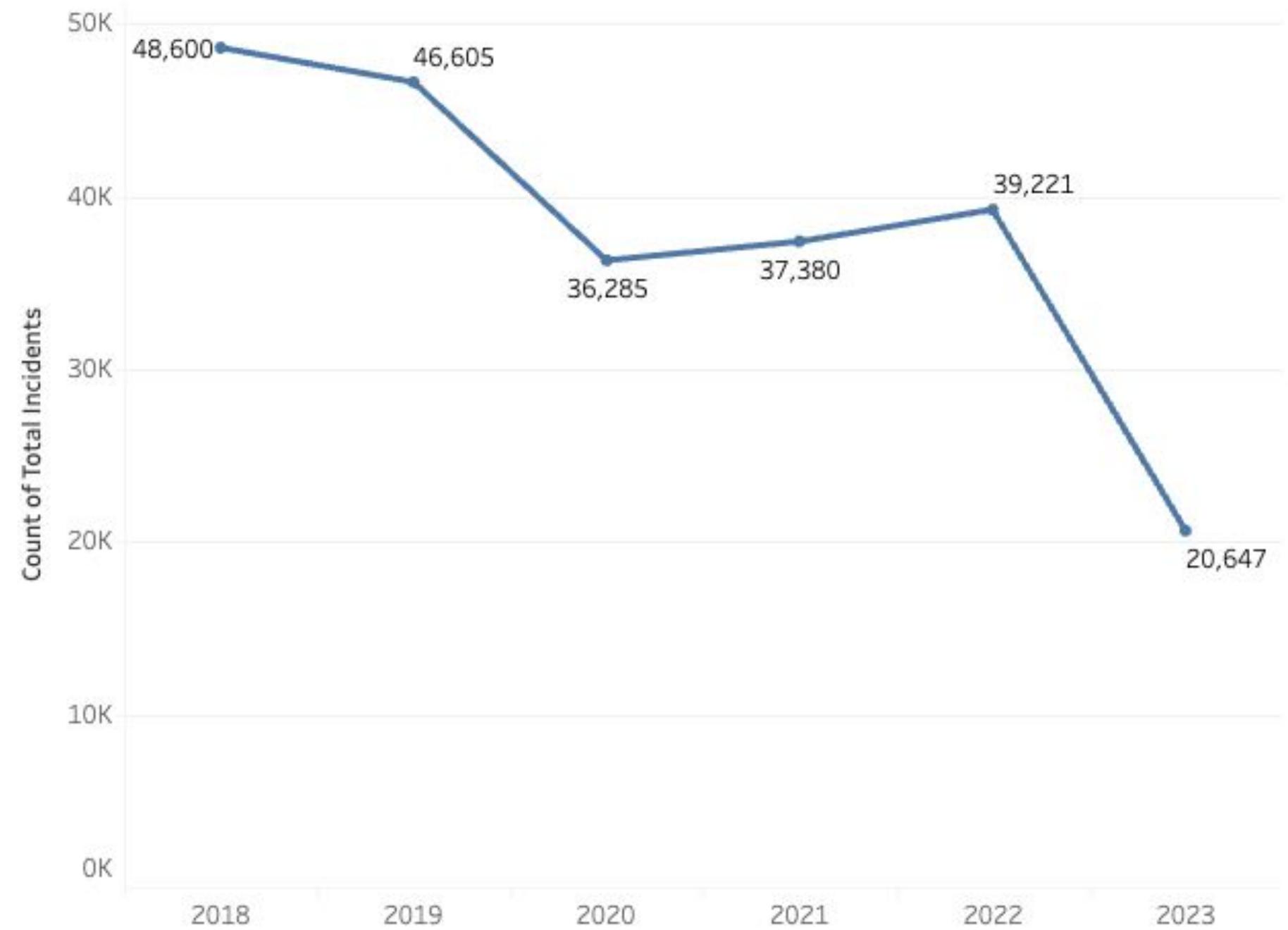
Top 10 Crime Categories Baltimore



# CRIME BY YEAR

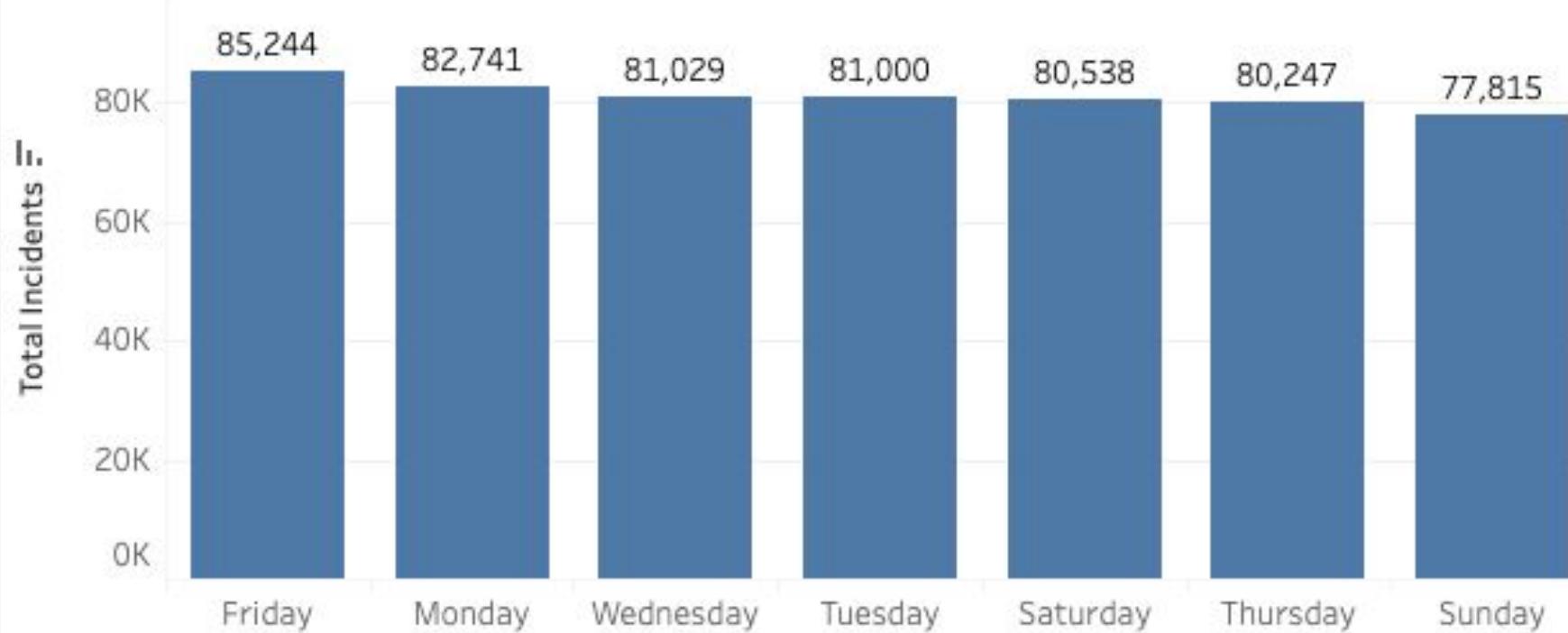


Crime by Year Baltimore



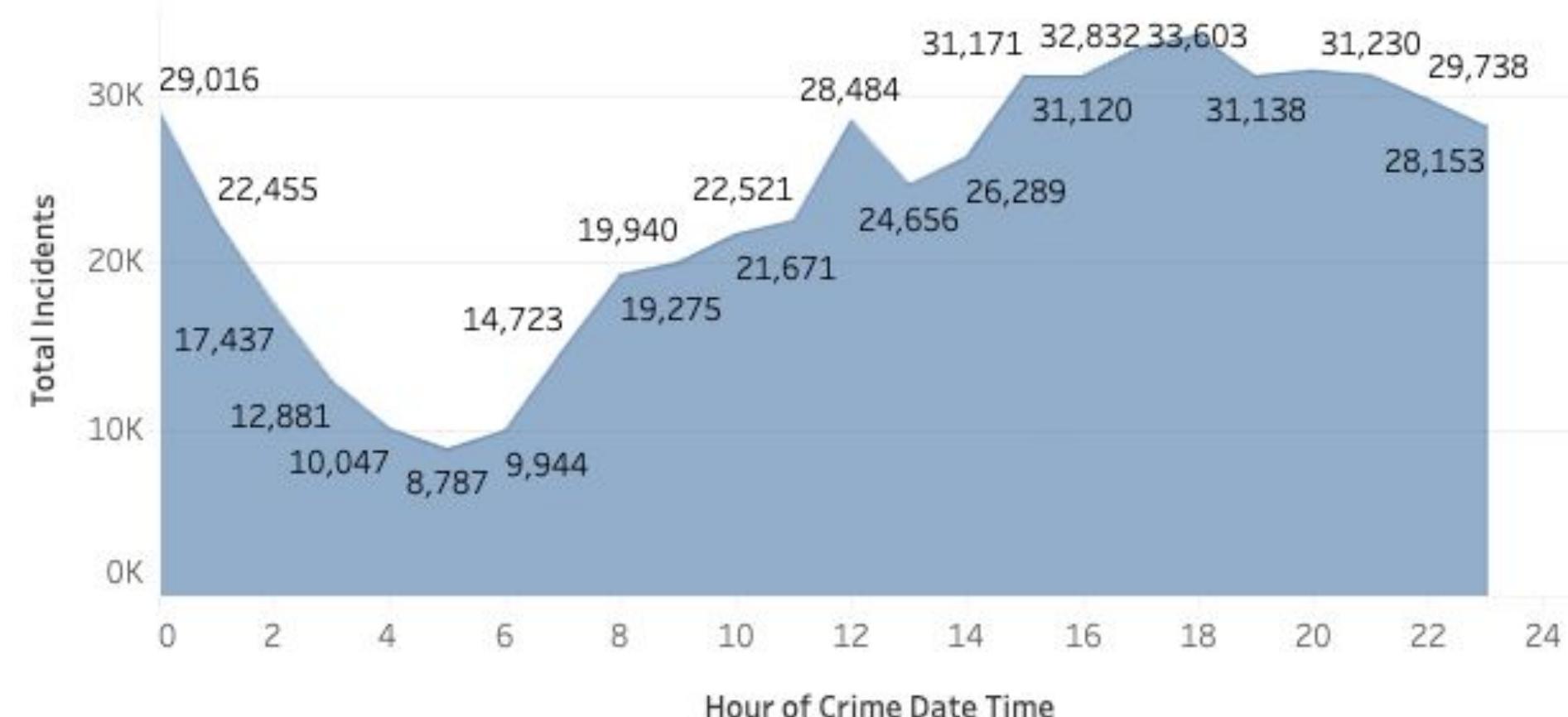
# A DAY TO DAY LOOK

Crime by Weekday Baltimore



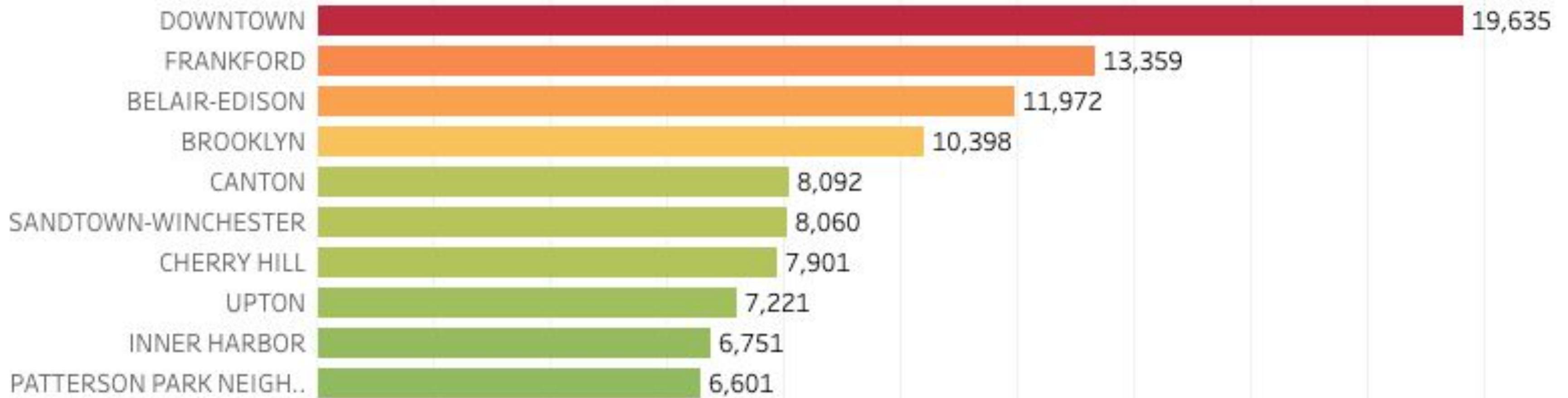
- Sunday: Least crime
- Fridays: Most crime
- Peak crime hours  
~12pm-12am

Crime by Hour Baltimore



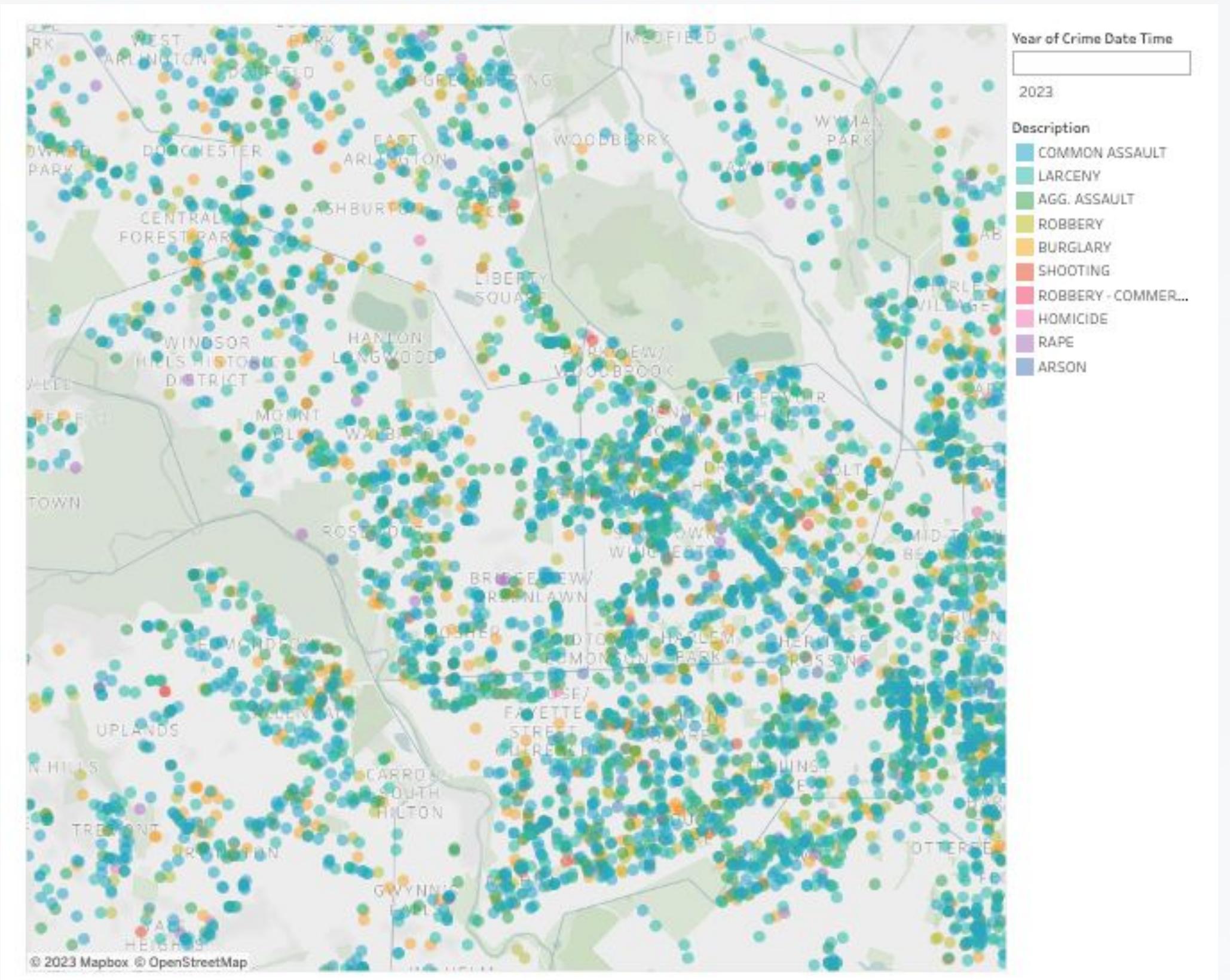


#### Neighborhood



# CRIME BY NEIGHBORHOOD

# CRIME MAP BALTIMORE



See Tableau for interactive map



# MACHINE LEARNING RECOMMENDATION

To ensure our recommendations were more than just guesses, we utilized machine learning to back our predictions:

## **San Francisco**

- Best location for a new store: Central

## **Baltimore**

- Best location for a new store: Southwest District





SPORTS FAN LLC

