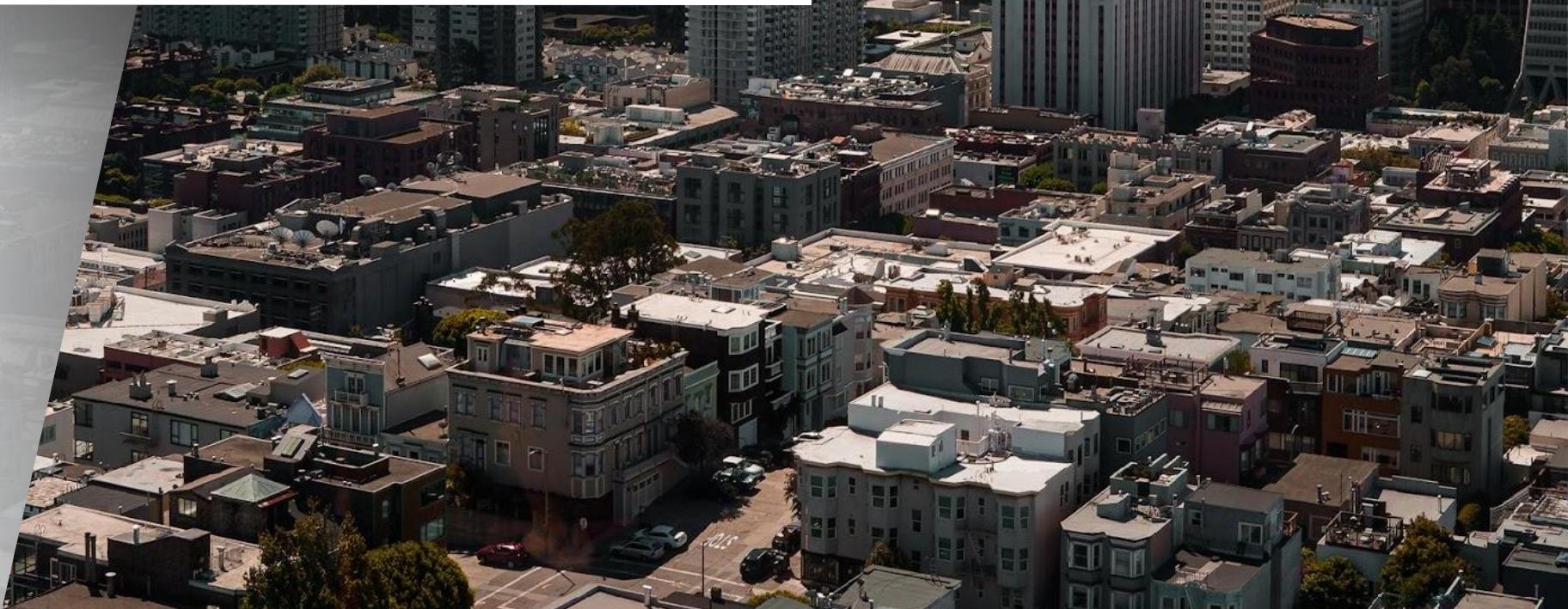




SPORTS FAN LLC

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

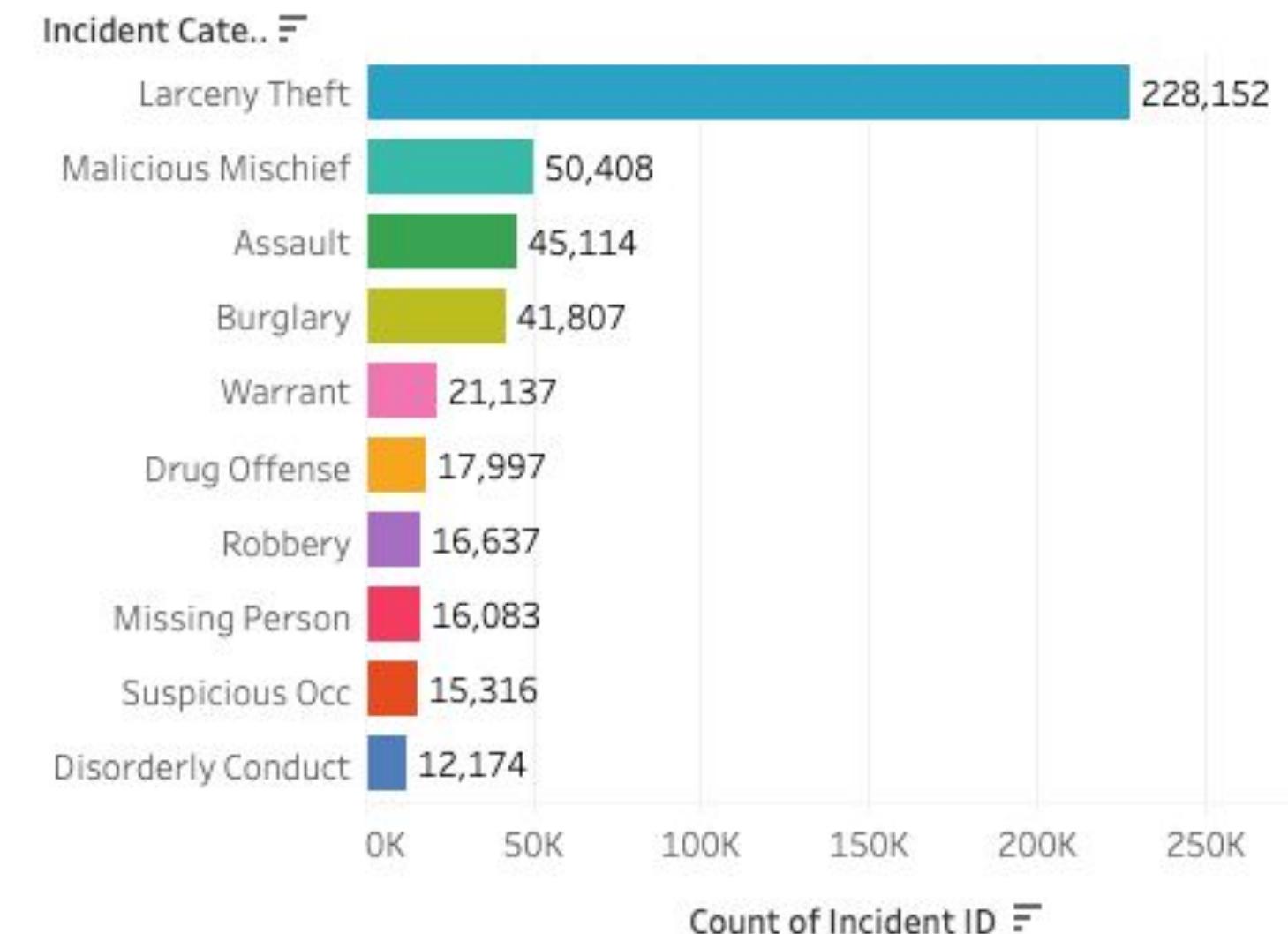
0.389% 1-YEAR DECLINE

OVERVIEW OF CRIME TYPES

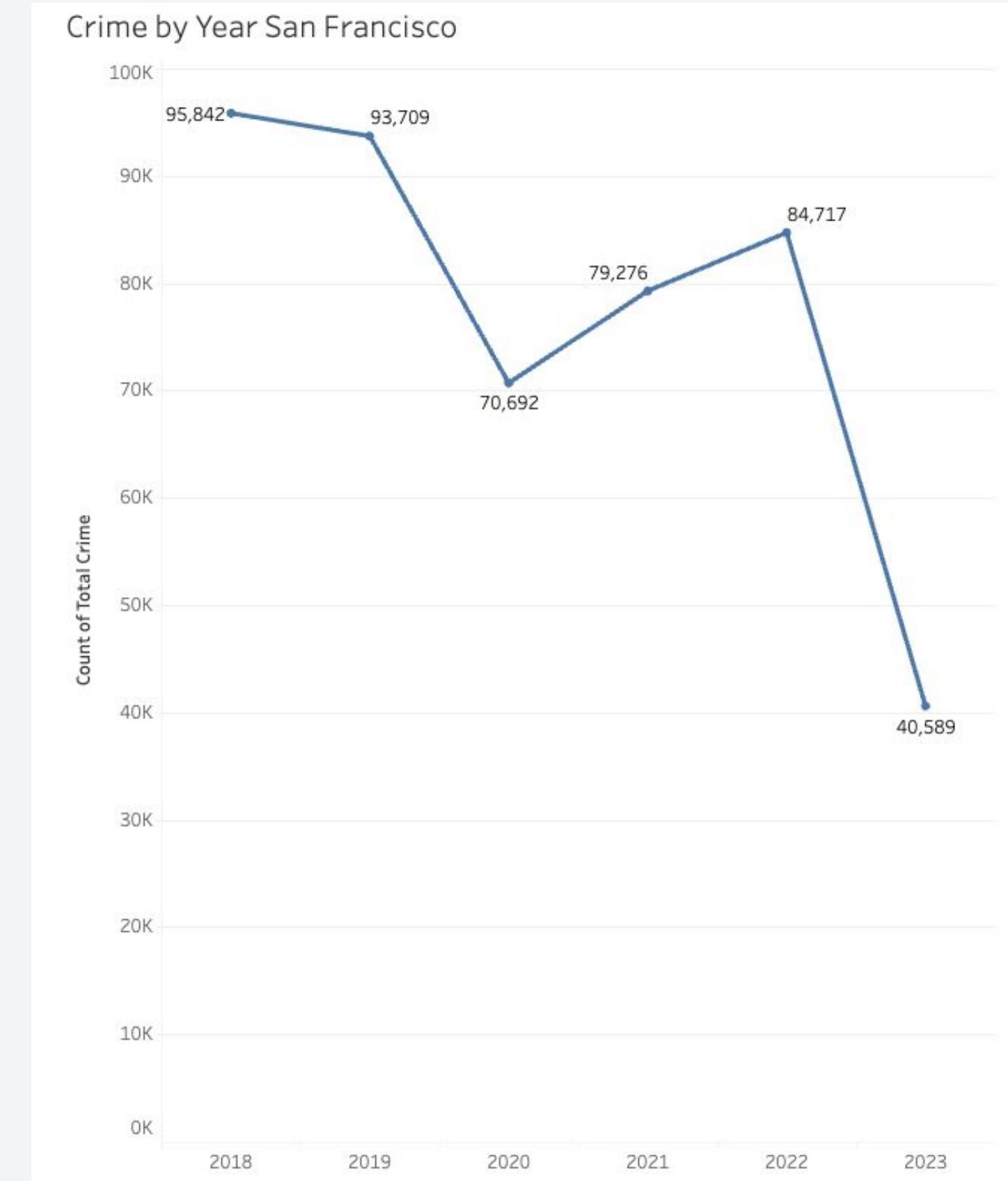
Total Crime by Category San Francisco



Top 10 Crime Categories San Francisco

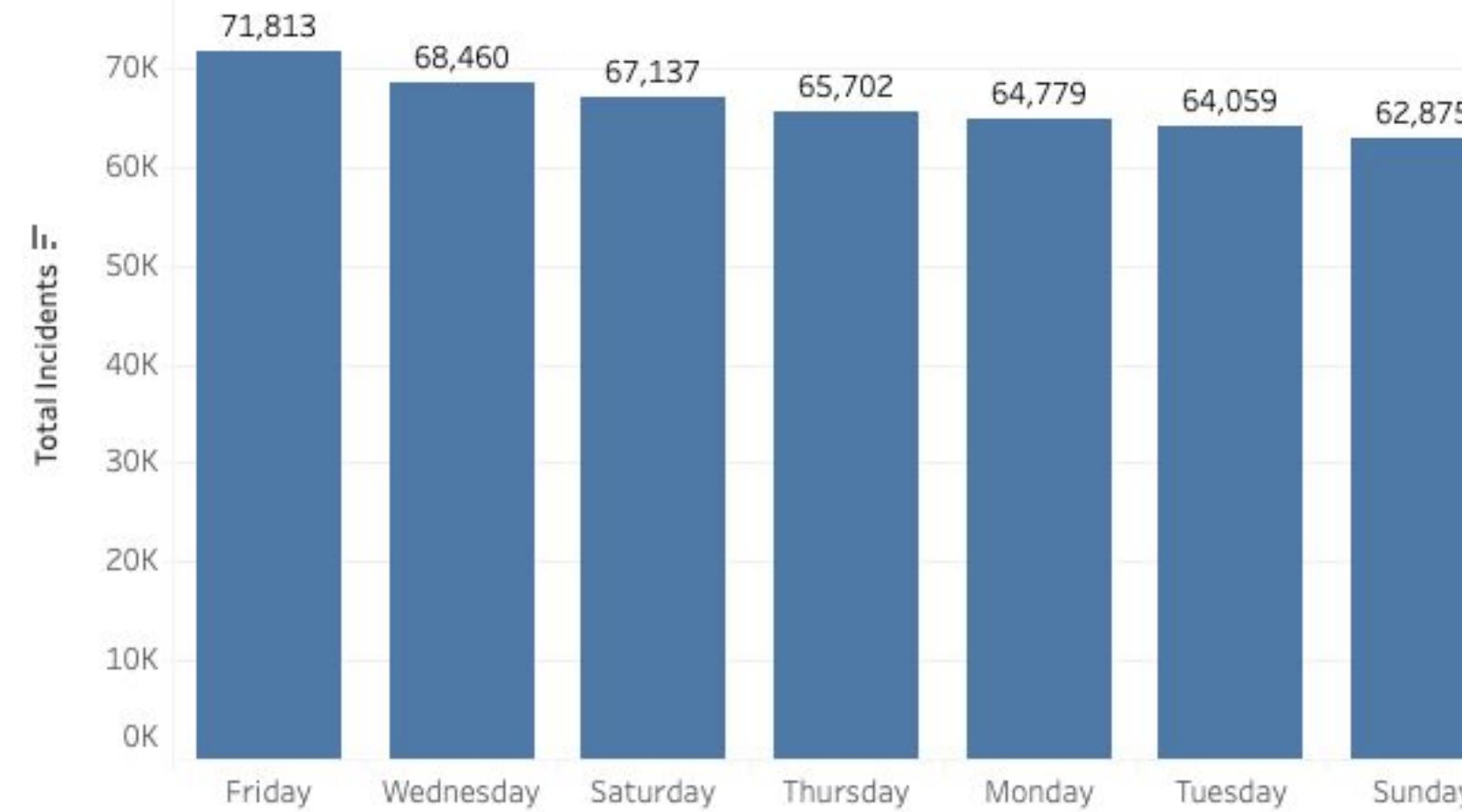


CRIME BY YEAR SF



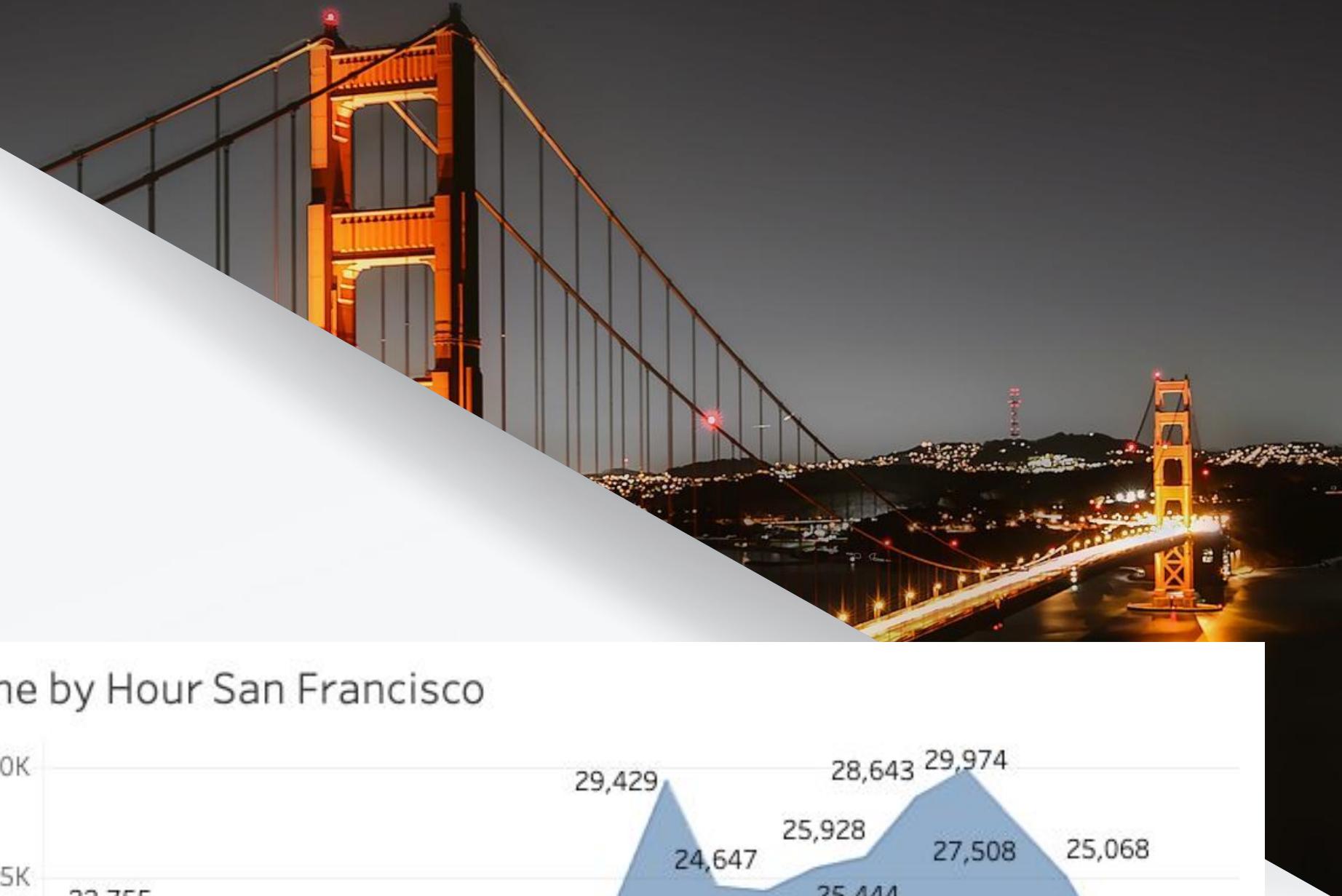
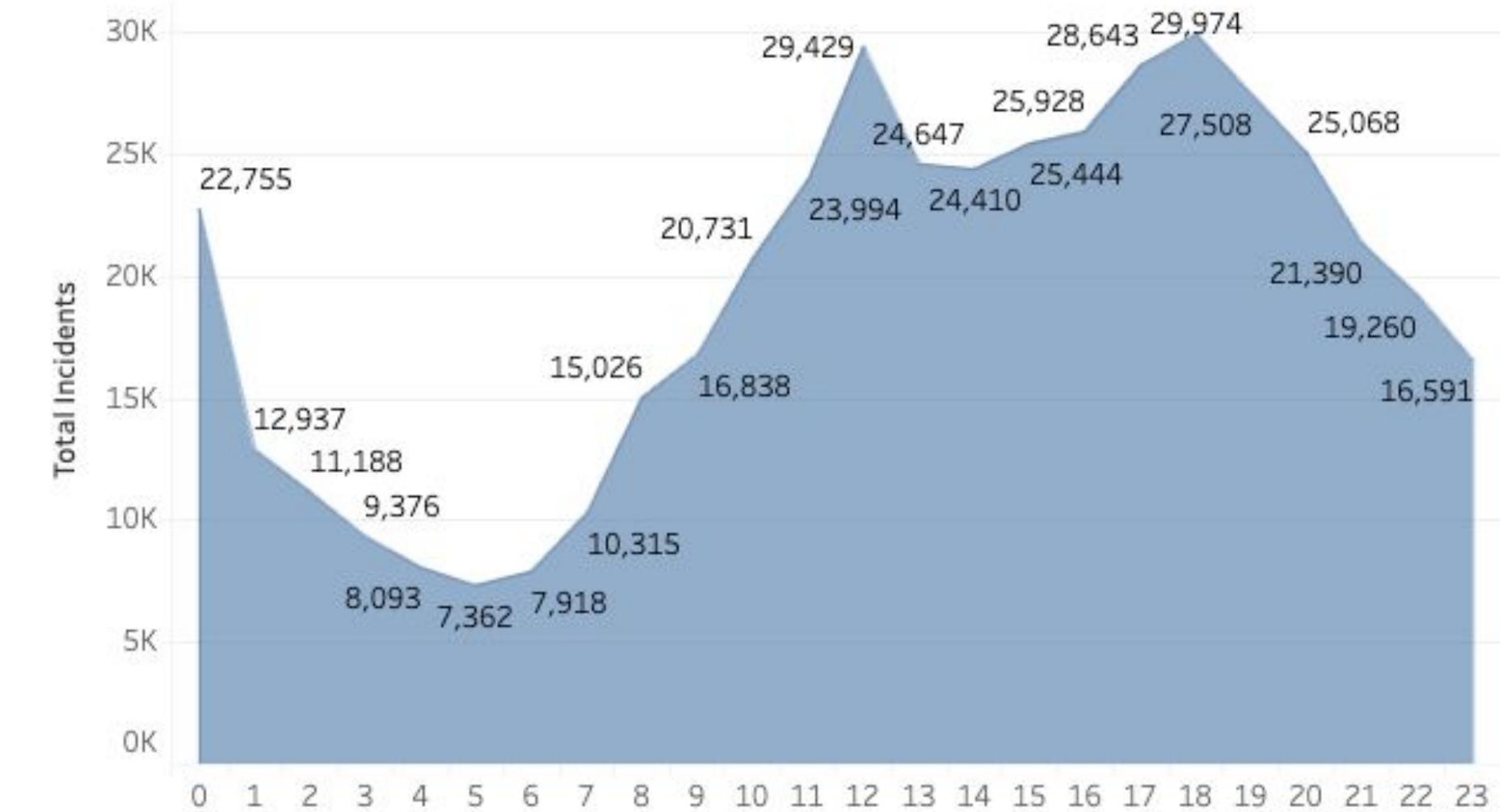
A DAY TO DAY LOOK SF

Crime by Weekday San Francisco



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

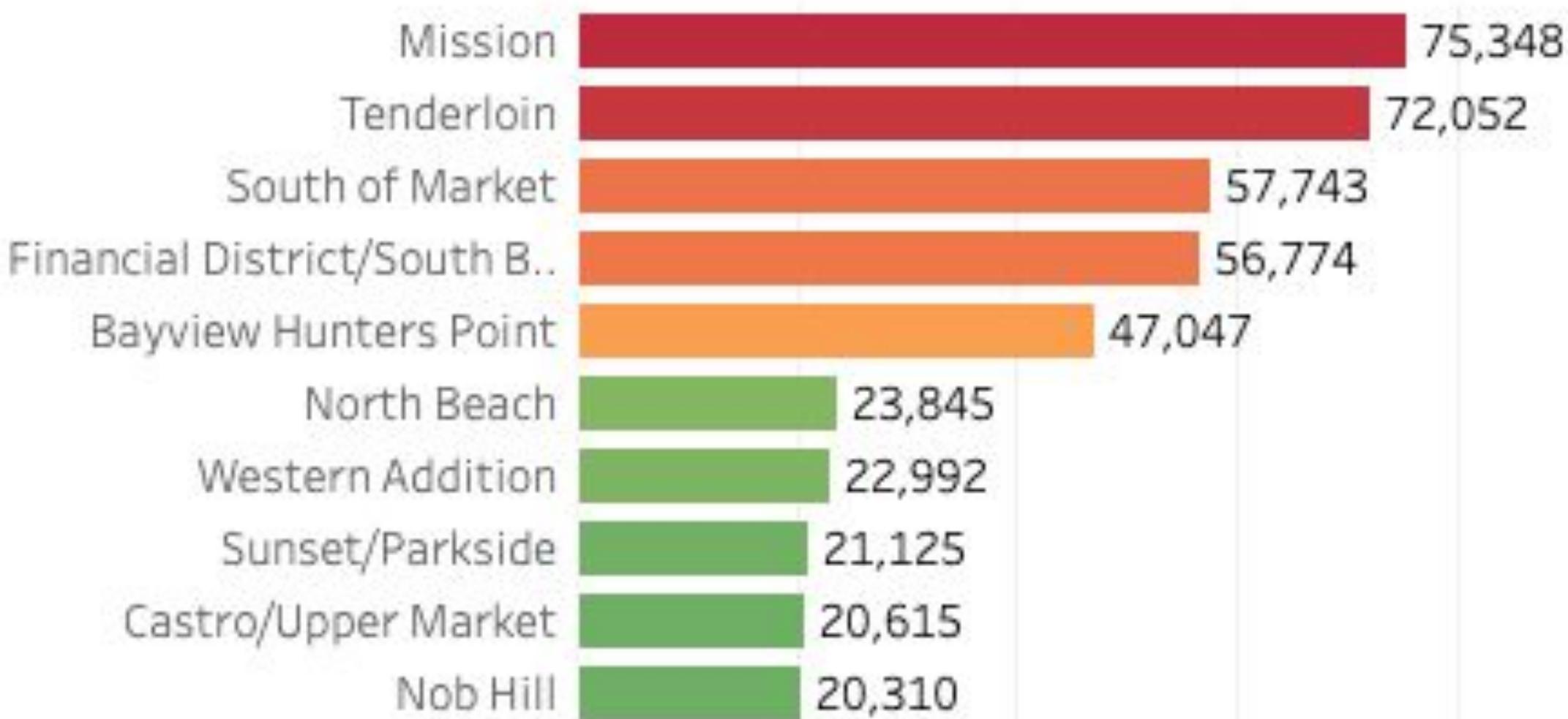
Crime by Hour San Francisco





CRIME BY NEIGHBORHOOD

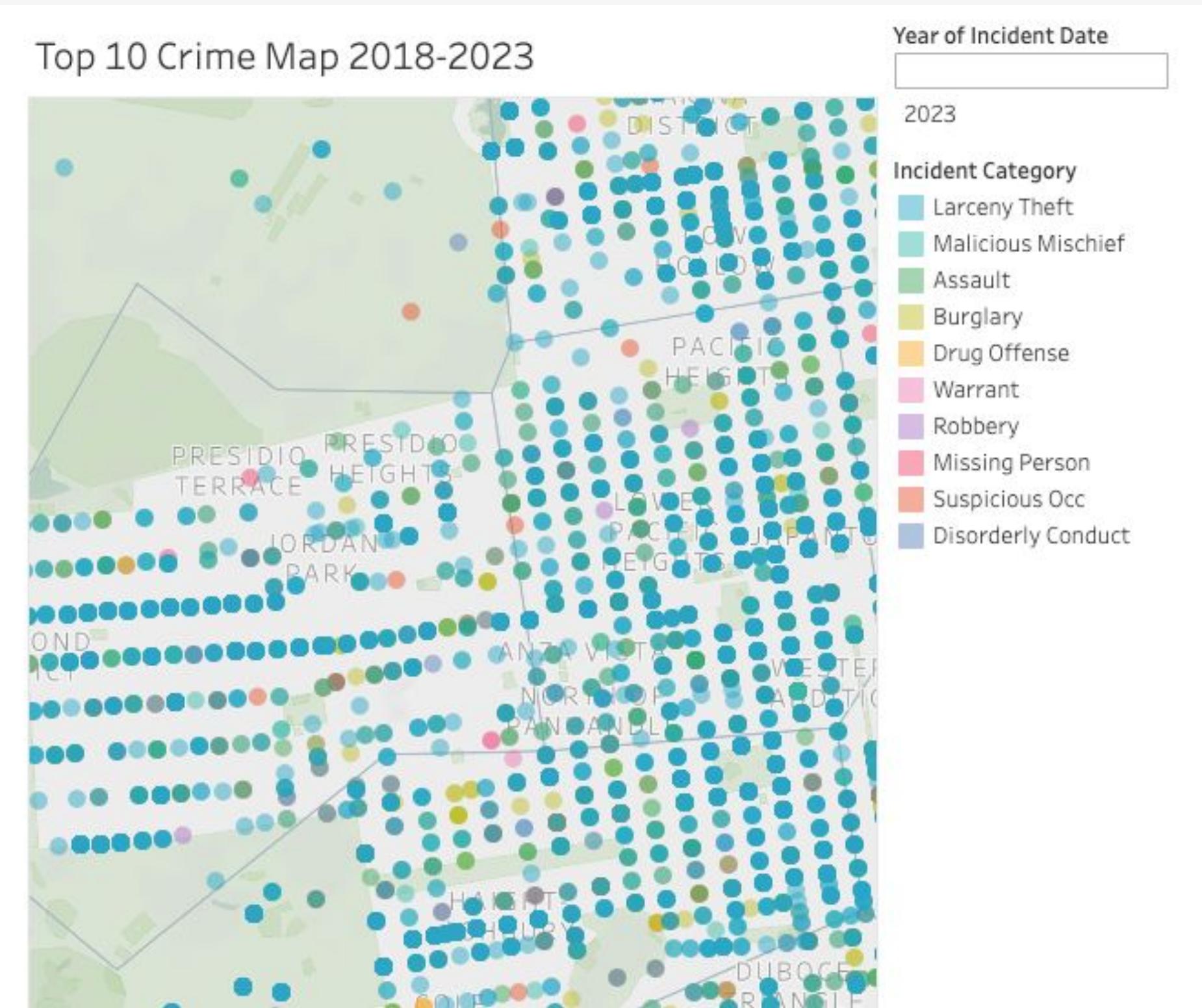
Crime by Neighborhood San Francisco



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

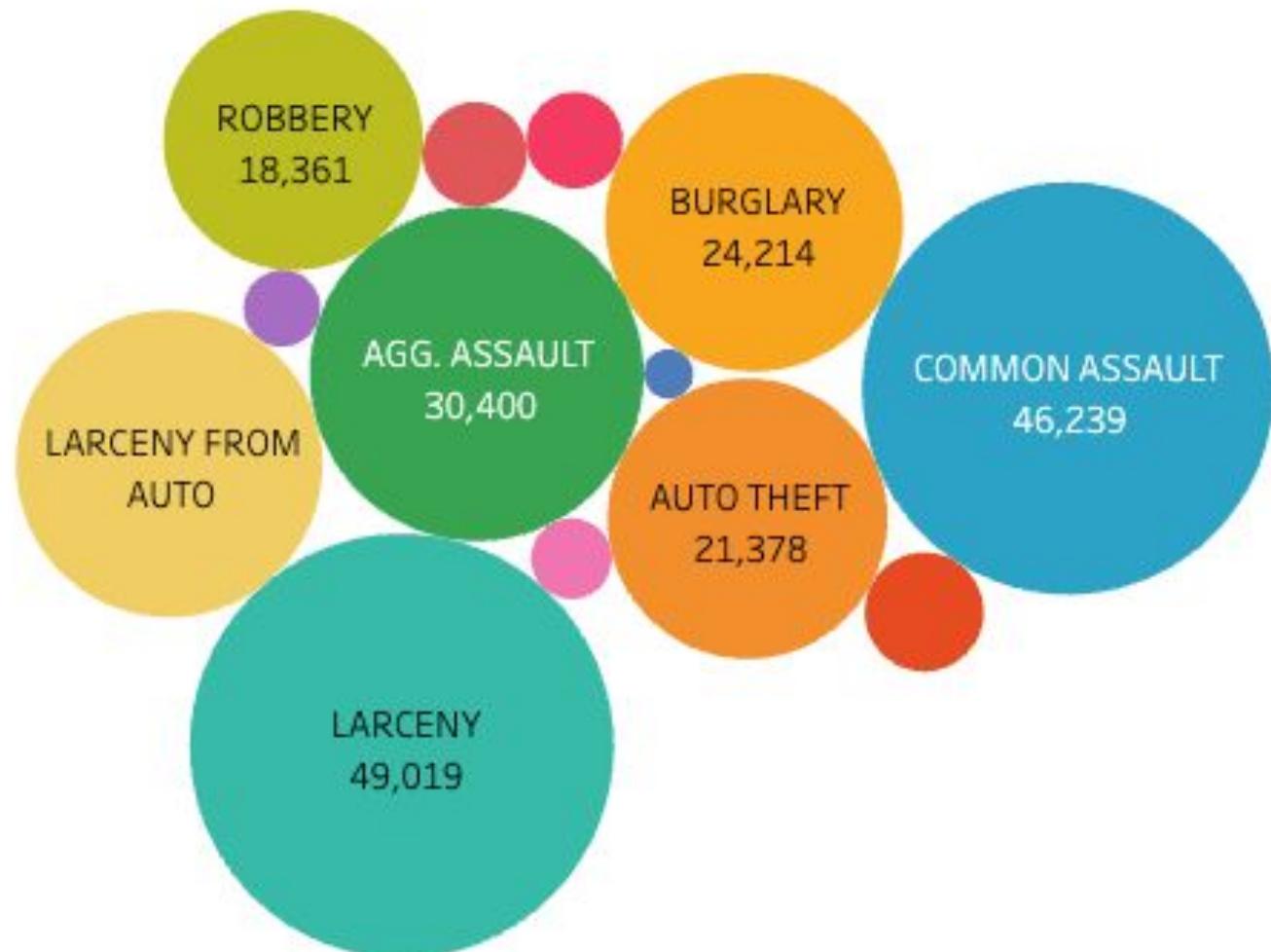
3.54% 1-YEAR
GROWTH

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

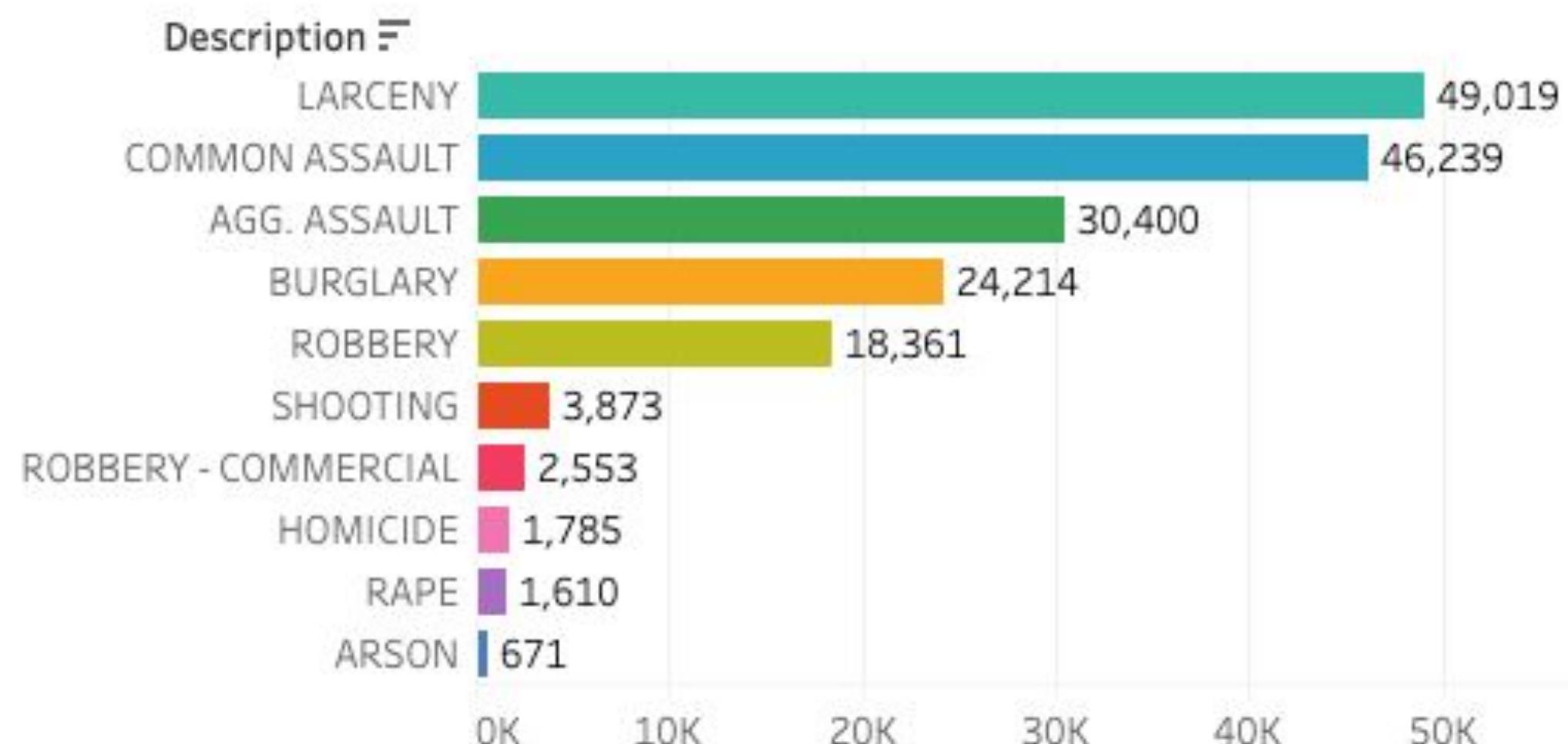
0.362% 1-YEAR
GROWTH

OVERVIEW OF CRIME TYPES

Total Crime by Category Baltimore



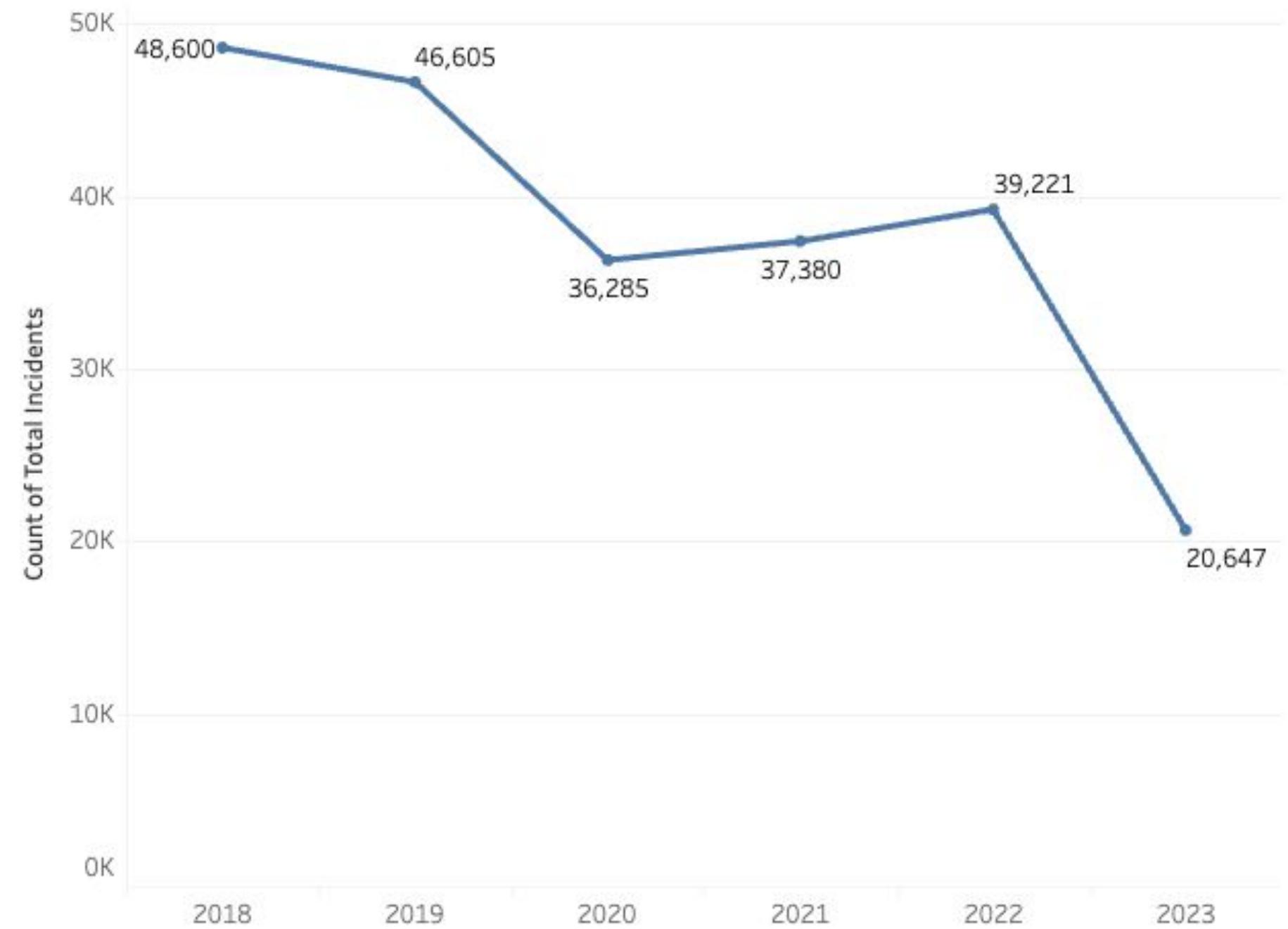
Top 10 Crime Categories Baltimore



CRIME BY YEAR

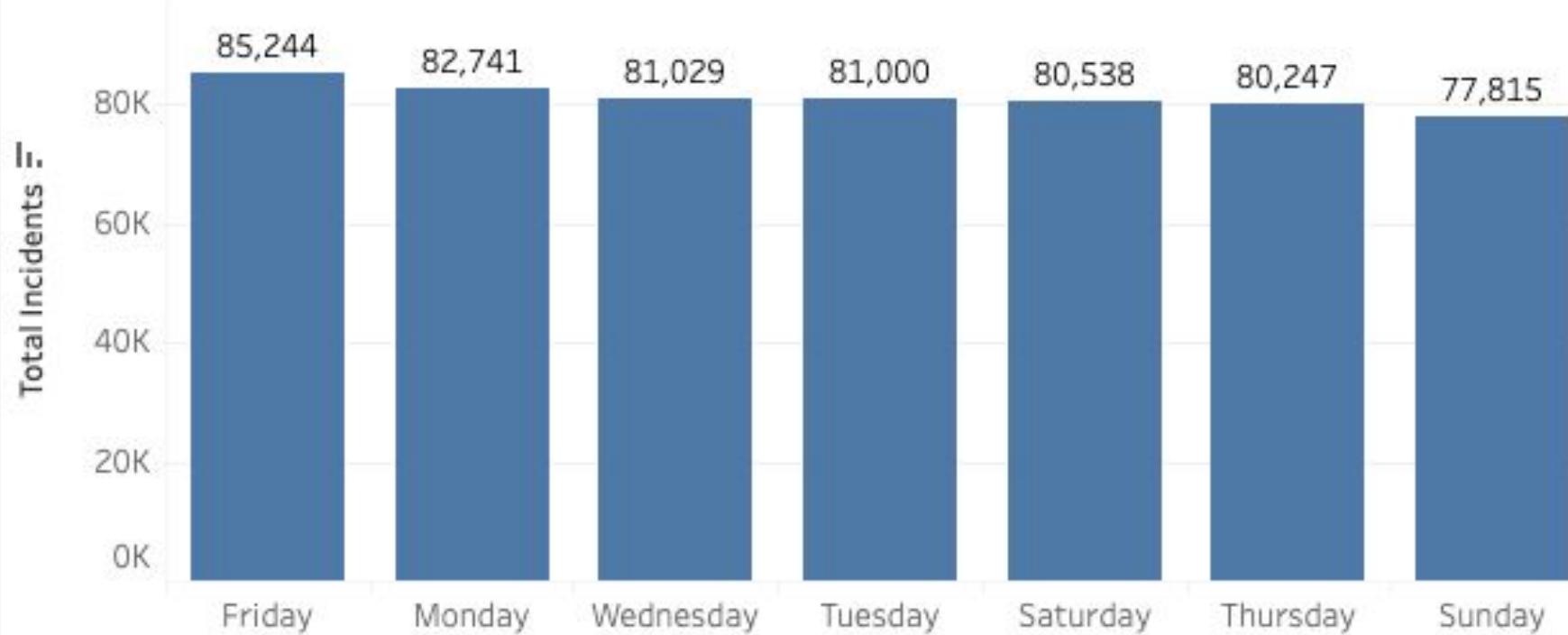


Crime by Year Baltimore



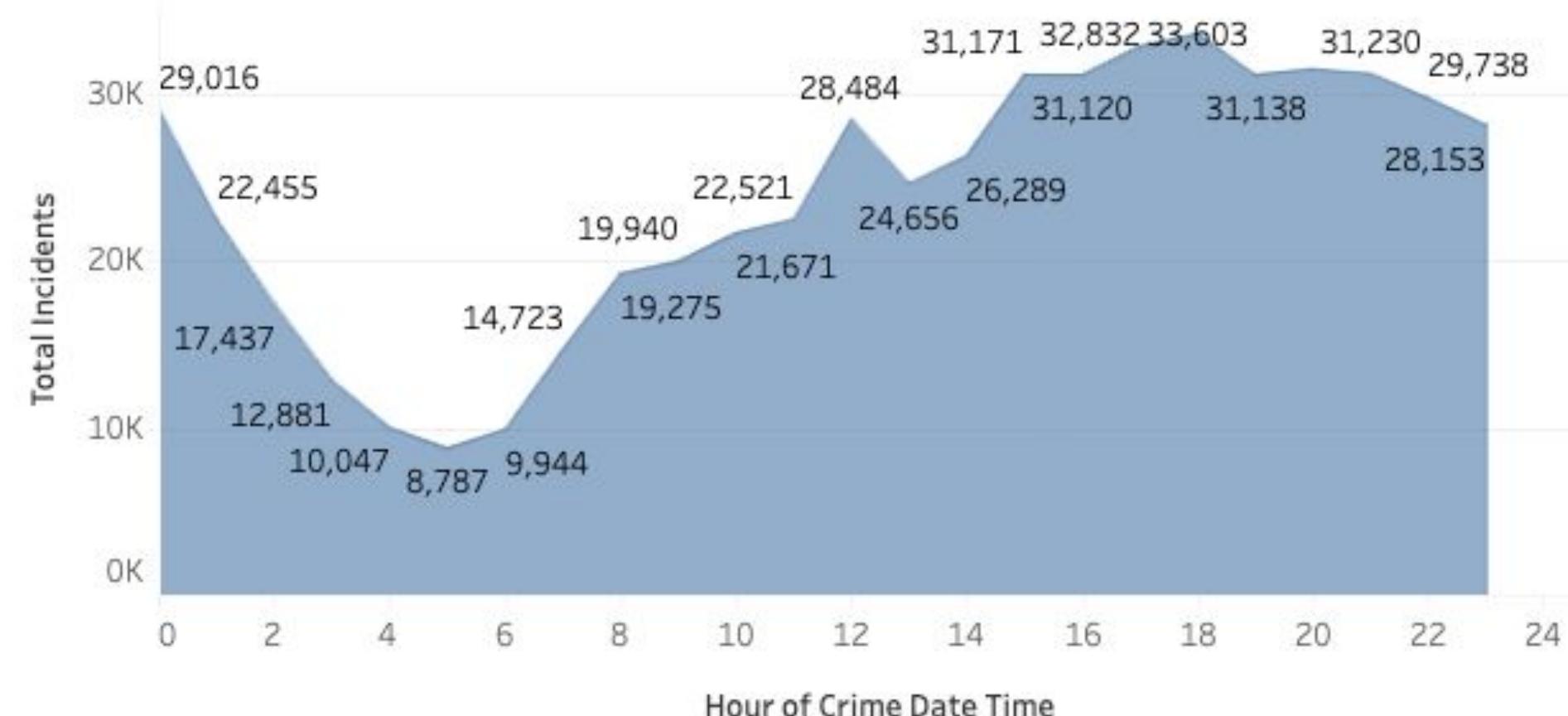
A DAY TO DAY LOOK

Crime by Weekday Baltimore



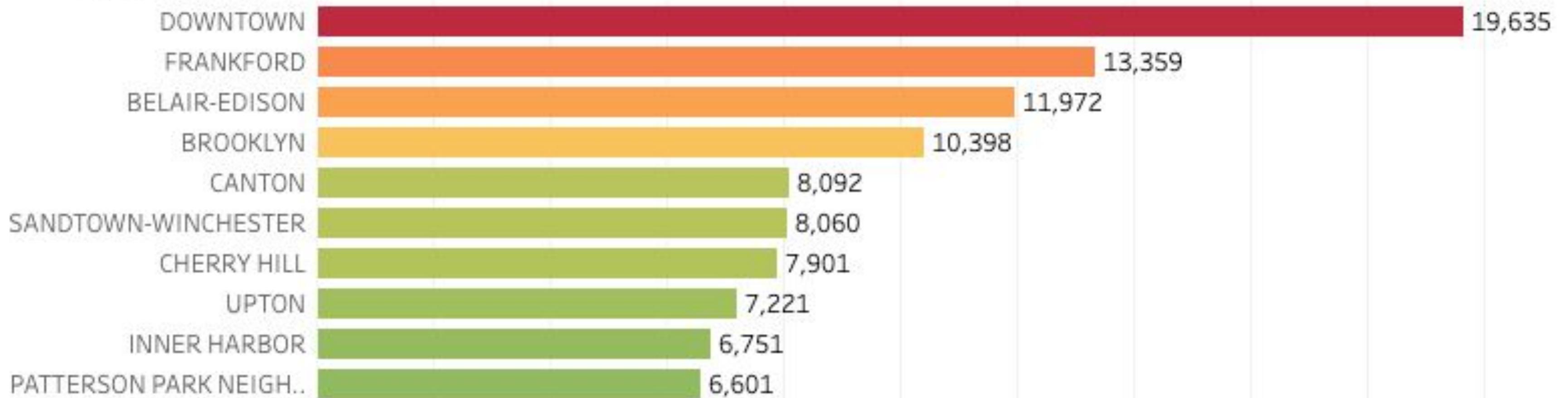
- Sunday: Least crime
- Fridays: Most crime
- Peak crime hours
~12pm-12pm

Crime by Hour Baltimore



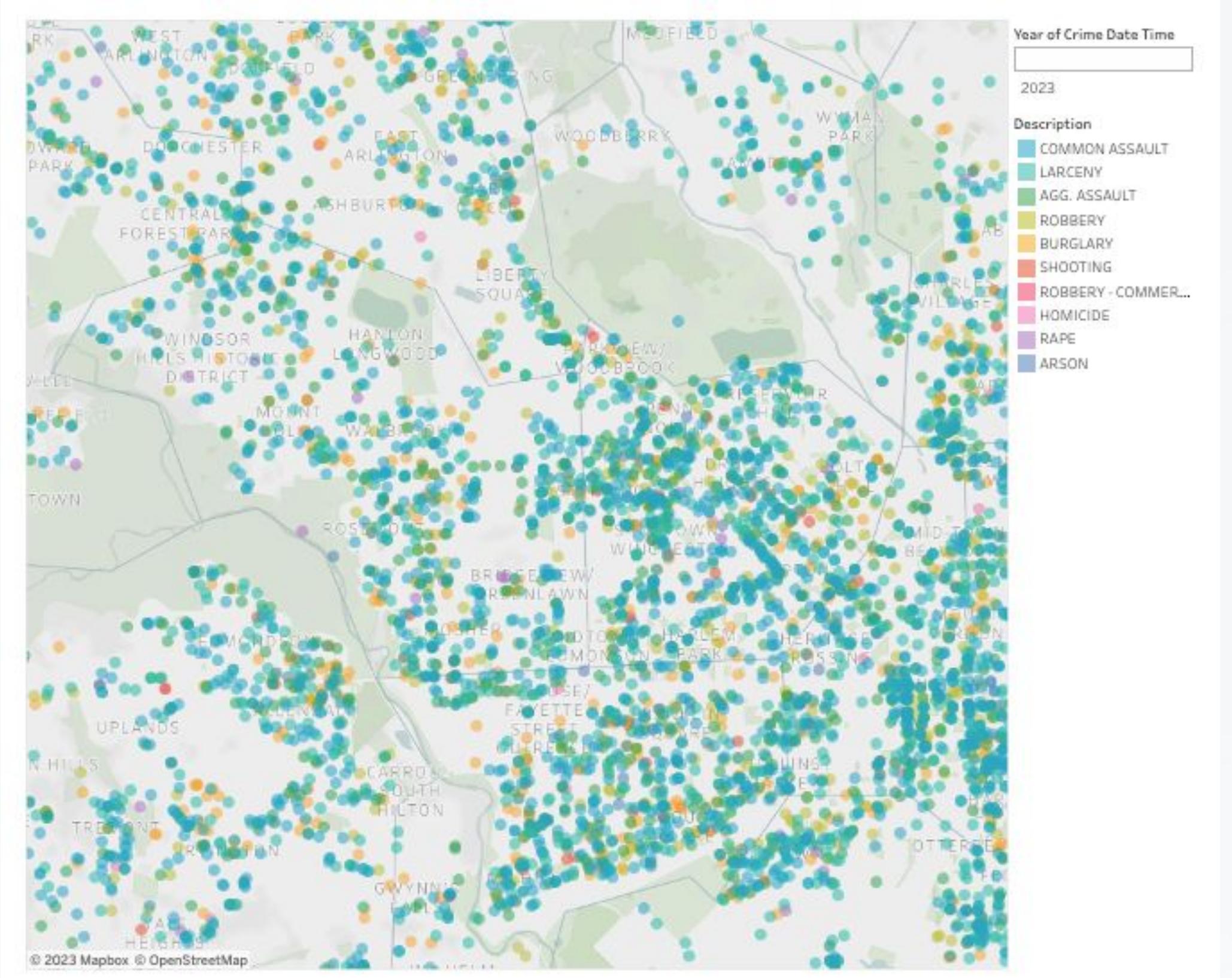


Neighborhood



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

