

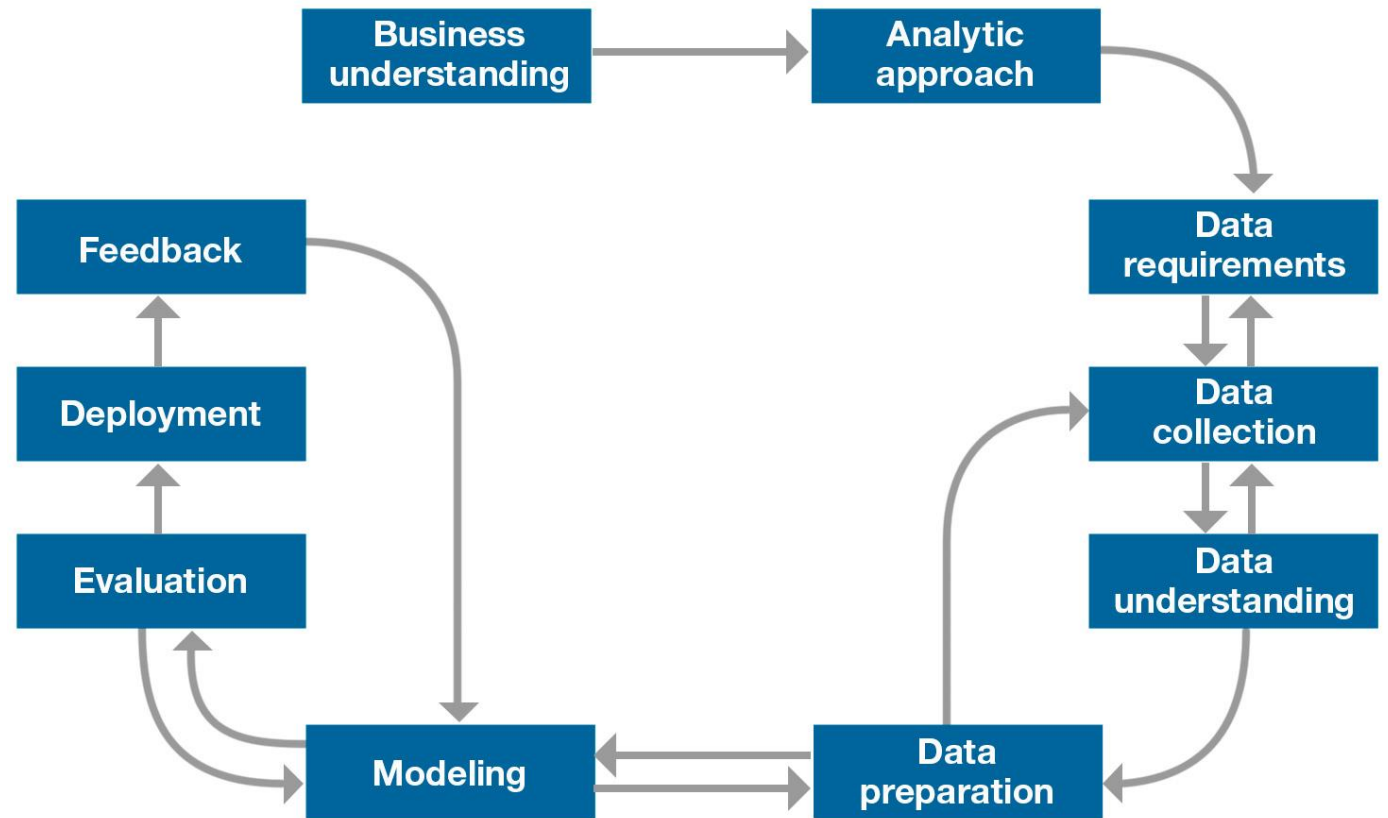


SILVER FOX DATA

CLEVER, CRAFTY, CONFIDENT

The Battle of the Neighborhoods
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Roadmap



Business Understanding

- Seek clarification

You have the opportunity to be as creative as you want and come up with an idea to leverage Foursquare location data to explore or compare neighborhoods or cities of your choice or to come up with a problem that you can use the Foursquare location data to solve.

- What problem are you trying to solve

My company is opening a new office and we are looking for the prime location.

- Clearly defined question

What is the best location to open a consulting business in Charlotte North Carolina?

- What is the goal?

Find the prime location of an office for a consulting company.

- Objectives in support of the goal. The criteria for selection will be:

- A. Marketplace and demographics
- B. Competition
- C. Costs
- D. Growth Potential
- E. Safety
- F. Recruiting
- G. Brand Image

For this analysis, we will use FourSquare and additional data sources as needed to build the most comprehensive picture and select the best location for the office.

Analytic Approach

We will use location data and other data sources to build a picture of the Charlotte area and optimize our location based on the factors identified by the business as critical for the needs of a small business.

These factors will provide us with the location based on the availability of facilities, amenities, safety and the population makeup of any potential areas.

This will allow us to choose a location with the proper traffic and in accordance with the brand image we want the company to have.

To evaluate these factors we plan on using the information from FourSquare as primary data source, supported by other data as needed, to conduct segmenting and clustering of neighborhoods in Charlotte to determine the optimal location for our office.

Analytic Approach

	Expected Analytical Approach			
Factors	Descriptive	Diagnostic	Predictive	Prescriptive
Marketplace and demographics	X	X	X	
Competition	X	X	X	
Costs	X	X	X	X
Growth Potential	X	X	X	
Safety	X	X	X	
Recruiting	X	X	X	X
Brand Image	X	X	X	X

Descriptive-Current status, what is the current state?

Diagnostic-Why is the current state the way it is?

Predictive-What will happen in the area to determine future success?

Prescriptive-Where should we locate our office?

Data Requirements

	Data Sources (Recipe)			Data Mining Technique
Factors	4 Square	Additional Data	Additional Source	
Marketplace and demographics	X	X	https://www.neighborhoodscout.com/nc/charlotte/demographics	Table-screen scrape
Competition	X	X	https://www.expertise.com/nc/charlotte/business-consultants#:~:text=Here%20are%20the%20Picks:%201%20Balan%20lanyne%20Tax%20&,of%20consulting%20experience%20to%20business%20clients%20in%20Charlotte.	Table-screen scrape
Costs	X	X	https://www.crexix.com/properties?utm_term=%2Bcommercial%20%2Bestate%20%2Breal%20%2Bestate&utm_campaign=Bing_NonBrand_National_Sales&utm_source=bing&utm_medium=ppc&msclkid=b3dfd627eda714c838efb63e6cabe478	Data-screen scrape
Growth Potential	X			
Safety	X	X	https://www.neighborhoodscout.com/nc/charlotte/demographics	Table-screen scrape
Recruiting	X	X	http://blog.parkerlynnch.com/jobs-report/charlotte-nc/	Data-screen scrape
Brand Image	X			