**Northeastern University**

**College of Professional Studies**

**ALY-6070 Communication and visualization For Data Analysis**

**Final Project Initial Analysis**

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Introduction

As part of the data visualization process, dashboards are the best way to communicate the data analysis to your audience and to answer some potential business problems with this dashboard created. During this week’s assignment, we had a responsibility to create a dashboard that would visualize data and give insights of data with help of visualization and will help answer some potential questions and create a story for our concentrated audience too.

A screenshot of a map

Description automatically generated

In the above dashboard visualization, I have chosen to concentrate on finding details about the industrial and commercial properties in Boston and their growth in value over the years and compared them to each other to answer few potential business questions be answered with this visualization.

* First, I planned a map to discover the location of industrial and commercial property by the ZIPCODE column given in the data set. I found that there are large industrial properties in Boston as correlated to office properties. The interesting fact is that there is no industrial land in the main areas of Boston, for example, the downtown area of Boston but there is commercial office space. The number of commercial offices in Boston is more than that of industrial.. Next, I plotted a bar charts to see the difference in land value and the gross tax paid by the industrial and commercial office space over the course of years. This helped to get an overview idea of building a liner model between these two data points( Land value and Gross Tax). Furthermore, after getting the brief view of data I tried to find the co-relation between the gross tax and land value, and I found that there is a liner relation between the land value and gross tax.
* The reason behind choosing these data points is because with the help of these data points we can find more insights of the industrial and commercial properties and find which is the best location to open an office space or in industrial space to minimize the cost. Boston is one of the major technological hubs in united states, so it made sense to me to focus my view in industrial and commercial office space.
* The dashboard visualization presented, can help a business investor to give an overview of his/her initial investment expenses to build an office or industry in Boston and help them to build a budget plan. The audience for this visualization is narrowed to only investors as it is very important for any investor to know the details about where and how his/her money is invested. The same dashboard can also be used to find insights of residential properties as well with few changes in data points.