

Investment Opportunity



Capstone Project: The battle of neighborhoods

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Introduction

You have a financial investment opportunity and want to invest in a property where you can rent it out to tenants and act as a passive income. The location is in America and you want to decide if you want to buy it in New York City or Los Angeles. Both cities are well known and have their own beauty and taste. Renting the property is a lucrative business and it is used everywhere.

Business Problem

Investment opportunity for buying a house in the USA at the capital cities of the East or West coast. The cities are New York City or Los Angeles. Renting out places to tenants is a popular term and hype. They use platforms like Airbnb or others to get tenants. Location is one of the main conditions where you can determine the renting price where possible leads and generate a high income. Research is required on which city can generate the most profitable rate to rent out.

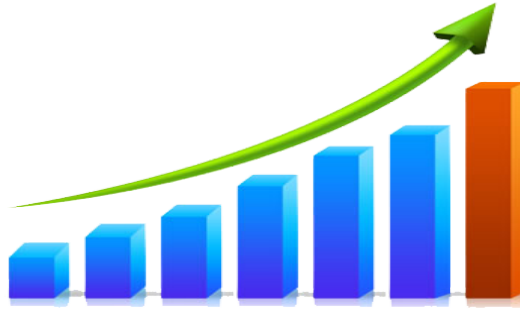
Data Analysis

To determine if the realty will be bought in New York City or Los Angeles, the decision is based on several factors to rent out the property. To rent out it is based on a short stay or a long stay. With short stay you consider a time period of 30 days or less and above will consider long stay. The tenants will be the people for sightseeing (tourists), business trips or looking for a temporary stay.

To check which city has the most potential to optimize and generate an income, some factors are essentials to take in consideration for optimum results.

Optimized price

The price for renting is determined when people are staying for a short or long time. For short stay the prices are higher compared with a long stay. It can be based on the market price and in which season (low or high) it will be rented. Where there is a high demand due to special activities you can increase the rates.



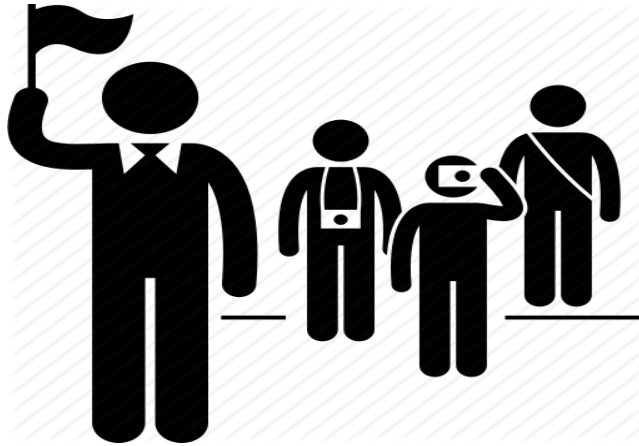
The amount of people who are renting houses

In which city it has the highest amount of rental properties. That increases the chances of renting out the place. Also the average income of the citizens is important to look at, it increases the certainty that tenants will be able to afford the rental property and reduces the risks of not paying.



The amount of tourists

For people who are staying a short time are mostly tourists. For seeing the sights and enjoying the activities and attractions that the place has to offer. More tourists means the possibility to increase your renting price. Depending on the tourism and a popular location you will be able to get higher rates due the high demand.



Location

The location is essential, it drives the people which places they want to visit or live. The place needs to offer the requirements to meet up the expectations. What kind of sights; tours, activities, attractions. Like catering establishments for social activities and other local hotspots. Allow you to see how safe the area feels and how well-presented the nearby streets and other buildings are. Living in an area with a sense of community and pride can provide peace-of-mind and ensure long-standing happiness. Where you live can have a massive impact on your personal health and happiness, because it's not just the interiors of an apartment that matter, it's also the community surrounding your new home.

