2.0 – Perceptions of Neighborhood

Starting Point:

- Cleaned data, with all of quantitative data such as price, bedrooms, mortgage payment amount, more general neighborhood information (West Queens, Central Brooklyn, etc.)

- Lacking Qualitative data, such as what the people think about the neighborhood

Process:

- Whole data set is too slow and excessive amount of data. Created a pivot table to identify what neighborhoods are within this data set.

- Neighborhoods identified, copy and pasted this information onto a new excel sheet.

- Created a new column for perceptions

- Scoured the internet for the first 5 things people think of when hearing this neighborhood. Compiled information together for the most frequent and relevant information to each neighborhood.

- Created a one sentence summary of each neighborhood

Ending Point:

- Excel sheet with the various neighborhoods and a collective summary of the perception of this neighborhood. Highlighted in yellow.
- Users of this can walk away understanding what people think of this area and immediately choose to delve further or exclude this area from their search.
- Next step will include diving further into each "general neighborhood" and break down individual local regions. This will cause changes in the neighborhood, safety ratings, and perceptions