The Los Angeles County is a City of Cities

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Introduction

Currently over 500,000 Small Businesses Exists within Los Angeles County, It is the nation's top international trade center and manufacturing center. If Los Angeles County were a nation, its economy would be the 19th largest in the world. Its boasts a very competitive market, but it lacks an overall dominant market participant. Due to the county's enormous size, each city that makes up LA County is considered hyper localized and has different barriers to entry than a densely packed city with a smaller area of land mass (e.g. New York City).

This presents its own opportunity to understand the culture of Los Angeles from a top down perspective, and find out what types of foot traffic a small business that wishes to open shop in LA might want to consider.

Preliminary Findings

Using data from https://www.labormarketinfo.edd.ca.gov/LMID/Size_of_Business_Data.html, https://en.wikipedia.org/wiki/List_of_cities_in_Los_Angeles_County,_California, we are able to gather marketable data about how many small businesses exists specifically within LA County (2019 tax filings), and break it down to different industries. We can then extrapolate this data with the longitude and latitude information from https://www.latlong.net/place/los-angeles-ca-usa-1531.html to determine the size and scope of our search query. Our objective is to visualize and consistent foot traffic towards one type of small business versus another, but we also will eliminate noise that can be considered Not Applicable or Not Sufficient for our search query. To help us determine where the best city to open a small business exists, we will use the Foursquare API to develop, clean, build, and visualize the type of clusters found within LA County.

Business Methodology

Here the K Means cluster methodology can be utilized to find the density of how many small businesses exists with a city of the county, we can further dissect and find what type of business is most popular to open to understand the common market of that city.

Clustering in this case will help us see past the noise and traffic and see clear patterns (if any) between each city that makes up LA County.

A partial break down of categories related to LA County's industries can vary from Agricultural to Service oriented:

Ag, Forestry, Fishing, Hunting		Mining		Utilities		Construction	
No. of Businesses	438	No. of Businesses	94	No. of Businesses	259	No. of Businesses	16,938
Manufacturing		Wholesale Trade		Retail Trade		Transportation And Warehousing	
No. of Businesses	12,655	No. of Businesses	21,497	No. of Businesses	28,878	No. of Businesses	8,553
Information		Finance And Insurance		Real Estate & Rental And Leasing		Services	
No. of Businesses	13,213	No. of Businesses	13,238	No. of Businesses	16,993	No. of Businesses	370,369

Discussion

As we breakdown into further details, we can see a clear pattern emerge, service sector businesses exists primarily throughout LA County. This can be something as a Café to a Retail Store we will need to use Foursquare to dig in the details of each kind of service sector business to find a commonality between them and their respective cities within the county.

Conclusion

LA County has the most diversity among large urban global centers of commerce; many of them belong in the service sector, and create the most jobs within the county. We will need to use Foursquare's api and break down each venue within that sector to understand the common theme each city of LA County to get a feel for the distinct culture and cohesiveness that makes Los Angeles unique in the Global Stage.