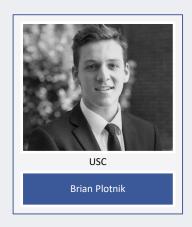


Team Kermit









MENTOR: Scott – Our Hero

THE QUESTIONS

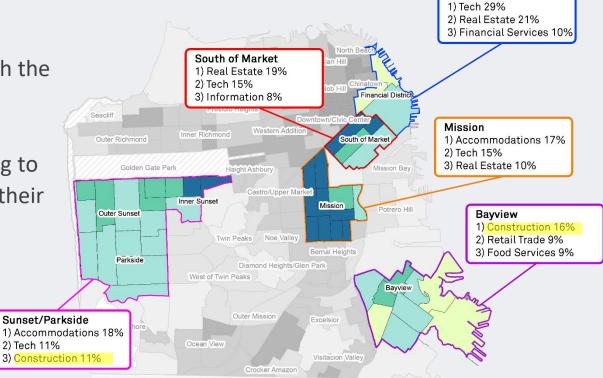
I am thinking about opening a business in San Francisco. The problem is, I'm not very familiar with San Francisco so I need help. I want someone to:

- 1. Help me understand the business landscape in San Francisco.
- 2. Help me figure out what type of business I should open and where.

San Francisco Business Landscape in 5 most recent years Top Industries By Neighborhood

Top 5 neighborhoods with the most businesses open

 Top 3 industries according to each neighborhood with their market share percentage



Financial District

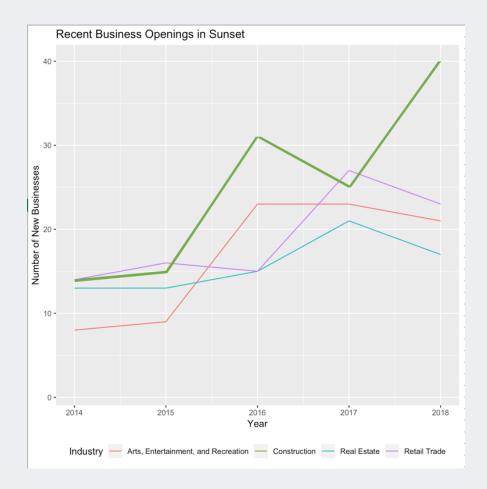
METHODOLOGY

Pattern:

- Tech, Real Estate, Accommodation and food are trending across the neighborhoods
- ➤ Annual Growth rate in "Construction" in 2 leading regions of 5 recent years:
 - Bayview: decreasing 8% YoY
 - Sunset/Parkside: increasing 17% YoY

> Special insights:

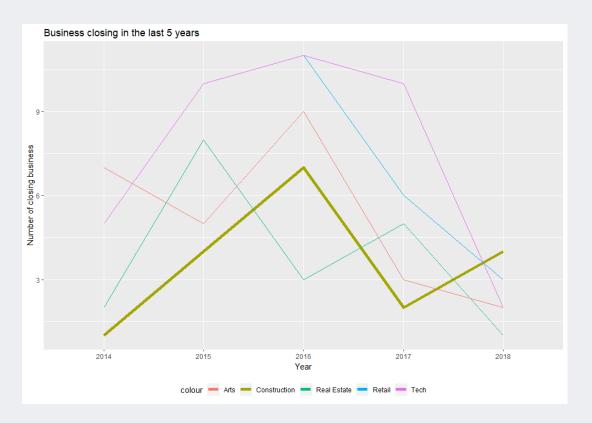
- Choose Sunset neighborhood to conduct further investigation due to increasing growth rate
- Promising market to enter "Construction" only booms in the last 5 years & currently on the rising trend



Guard Rail Metrics

Unsuccessful Business Rate:

- Out-of-business rate: -21% YoY
 Lowest Unsuccessful Rate among the top 5
 growing industry
 - ✓ Stable business to enter



Recommendation

Open a Green Construction Business in the Sunset

- **≻** Large Labor Pool
 - **Population:** 81k (9% of SF total)
 - Ages 18 34: 60% of Sunset population
- **→** High Demand:
 - 46% of firms are planning new green construction
 - High demand from nearby business booming neighborhood in Real Estate & Accommodation

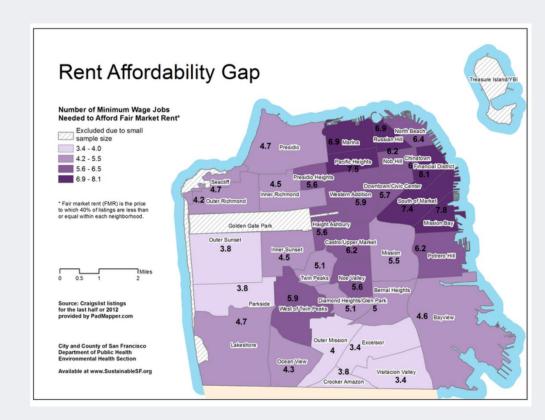
- > Right Mix of Educational Level:
- At most associate degree 52%
- Bachelor and higher 48%
- Strong acceleration of Environmental and Architecture study of nearby colleges



Cost Effect

→ Operation Cost:

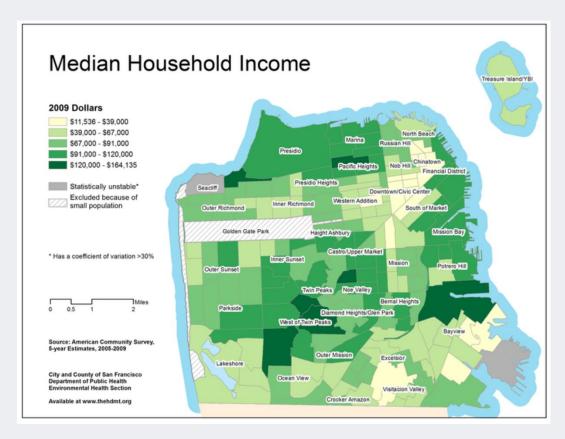
 On average of \$2,500 - 2x cheaper than other high population-dense location



Cost Effect

➤ Median Income:

- In the sweet spot of average \$91k
 for neighborhood medium income
- Save on labor cost
- High neighborhood life-quality



Competitive Analysis

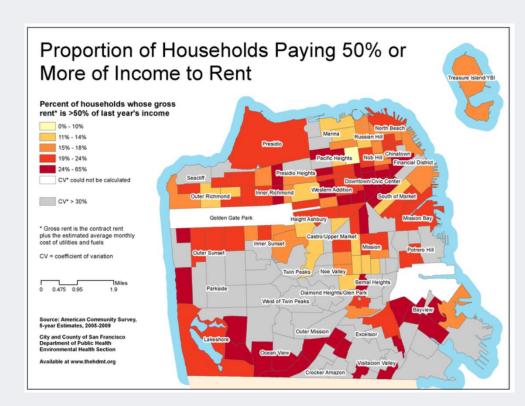
→ Green Business Landscape:

- Saturated in Financial District Are 27%
- Sunset 2%
- ✓ Advantage of staying nearby high demand areas with less competition



Community Impacts

- Provide more jobs and place to live for better SF community
 - 17% of Sunset residents suffer from Rental Burden



Product Recommendation

@Instagram

New Businesses Near Me

How this dataset could improve Facebook product?

- Make it easier for people to discover new local businesses
- It will enhance communities by connecting people with their neighborhood, closed connection and accelerate more personal interactions

