

# Introduction

- A fast-growing web content management company began with no central headquarters and all employees working remotely. They've now grown to a size where a physical headquarters location makes sense.

# Business Problem

- While they believe a brick-and-mortar headquarters will be beneficial, they do not have the resources to lease space in one of the major US cities because of the expense of real estate and the overall cost of living in those cities. Yet, they want the new location to help them retain and attract excellent employees.

# Business Problem

- Strategy:
  - Emulate the highly-rated working conditions at top-tier competitors in their industry, in a city and neighborhood that is affordable for their young, growing company.

# Business Problem

- Assumptions:
  - Renovating a building to modern standards (if necessary) in a less expensive city is more cost-effective than leasing space in a high cost-of-living city.
  - Aside from the physical building and company policies, the quality of a work location is, to a large extent, determined by the quality of the neighborhood in which it is located.
  - For a work location, the quality of a neighborhood is determined by the assortment of service-oriented businesses, recreational, and cultural opportunities it offers.
  - Their top-tier competitors are located in neighborhoods that now represent ideal mixes of these venues that attract top-notch talent.

# Business Problem

- Groundwork
  - They have engaged a data science consultant to advise them on the cities and neighborhoods that offer the best environment for the headquarters. The consultant's first recommendation is that they not use cost as the only quality-of-life criterion for picking candidate cities, but also include criteria such as population and commuting time.

# Business Problem

- Process:
  - Gather Foursquare venue data from the neighborhoods where their top-tier competitors operate and use that data to train a machine learning model, producing a wholistic view of the neighborhoods where top talent in the field wants to work. Then use the model to identify similar neighborhoods in candidate cities