The Battle of Neighborhoods

A. Introduction

1. Description and Discussion of the Background

Transitioning to new career opportunities in an unfamiliar area requires potential movers to carefully plan to ensure they are moving into safe neighborhoods with quality schools, reasonable commuting times, and amenities that fit their lifestyle all at an affordable price. Real estate agents can capitalize on technology to combine data sources to paint a picture for prospective home buyers visualizing the quality of the life in terms that are important to families seeking new home ownership.

Austin, Texas has a population of nearly 1 million people; a 20% increase since the 2010 US Census. The city occupies a total land area of 305 square miles resulting in a population density of 3 thousand per square mile. The greater Austin-Round Rock metropolitan area has an estimated population exceeding 2.3 million people which is an increase of almost 80% since 2000. The rapid growth in population is largely attributed to Austin's focus on developing a strong economy and shaping itself as a center for technology and business.

I selected Austin, Texas as a city as it is unfamiliar to me. Additionally, the US Army has recently moved the headquarters of its Futures Command to Austin so the city provides an excellent opportunity for continuing to support my current customer in a new role as a data scientist. To visualize an answer to our housing problem, we can create a map and chart to show potential home buyers the quality of life available in neighborhoods of Austin, Texas.