Top Down Story

Limitations of analysis

One Week

No Money

Datasets

Greater Orlando Zip / City <https://www.bestplaces.net/find/zip.aspx?msa=36740&st=fl>

Starbucks <https://www.kaggle.com/starbucks/store-locations>

IRS per Zip <https://www.irs.gov/statistics/soi-tax-stats-individual-income-tax-statistics-2016-zip-code-data-soi>

Census per Zip <https://www.kaggle.com/census/us-population-by-zip-code#population_by_zip_2010.csv>

Rent Per Zip in Orlando Area?

* 1. Visual showing global scale
     1. Continent
        1. **Pie**

* 1. Global Ownership Breakdown (Licensed / Company Owned) … compare distribution US vs Overseas
     1. **Stacked Bar**

* 1. Top 10 Countries
     1. **Bar**

What is the total of the top 10 against the overall total

**Pie**

* 1. Top 10 Cities
     1. **Bar**

What is the total of the top 10 against the overall total

**Pie**

* 1. Within US

* 1. Top 10 States
     1. **Bar**

What is the total of the top 10 against the overall total

**Pie**

* 1. Top 10 Cities
     1. **Bar**

What is the total of the top 10 against the overall total

**Pie**

**Rough Data Outline When Merged -- FOR ENTIRE US**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Zip** | **City** | **Is Orlando Area** | **Population Income** | **Qty Starbucks** | **Avg Inc per Star** | **Avg Pop per Star** |

* 1. Within FL
     1. Top 5 Cities
        1. **Bar**

What is the total of the top 10 against the overall total

**Pie**

* 1. Within Greater Orlando Area

     2. Are there areas within Orlando which might be a good fit for a new location?

* 1. Plot income per zip code vs. locations
     1. **Scatter**
        1. **Avg Income - Y**
        2. **Cnt Star - X**

* 1. Plot people / density per zip code vs locations
     1. **Scatter**
        1. **Avg Population - Y**
        2. **Cnt Star - X**

* 1. Top Zip Codes / City Associations

* 1. How many Zip Codes are in Orlando area?

Additional questions

Age demographics

Sex