

A thick black L-shaped frame is positioned on the left and right sides of the slide, framing the central text.

# SMALL BUSINESS OPPORTUNITY

In Atlanta, Georgia

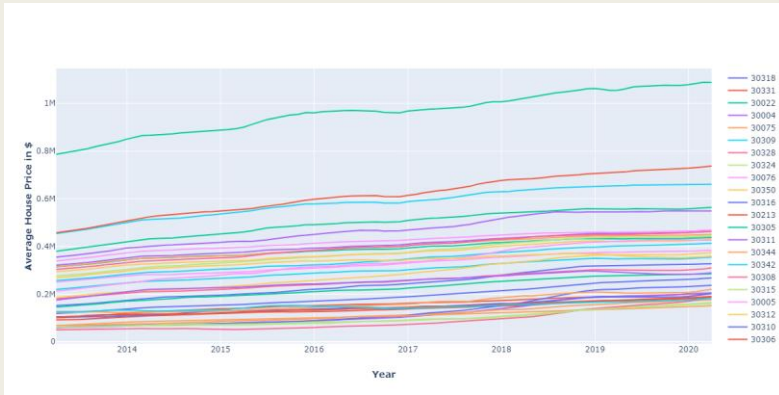
# Business Problem

A venture capitalist has seen the recent housing boom in Atlanta, Georgia and is looking to start a small business in whichever areas have seen pronounced value increase. One assumption this venture capitalist is making, wherever he starts his business will see an increase in public spending as long as it is in a heavily gentrified area. This person is looking to do some initial research to identify those areas in Atlanta that have the highest percentage increase in home value. The capitalist is hoping to start a business while business zoned property is still relatively cheap, In order that in 10 years, a large profit can be made when selling. However, this person does not want to compete in a saturated market. Ideally, this initial data would lead into possible ideas and identify what types of business would add the most value to the local neighborhood.

# Data Information

For this assignment I will be using two data sources. One will be Foursquare venue data pulled from Folium geolocation points, after identifying those zip codes which have been most affected by the housing boom. The second data set will be pulled from Zillow housing research for average home prices. This data will be filtered to include all of Atlanta. It will need to be historical data, starting after the 2009 housing market crash. Ideally, we would have month by month value for each zip code.

# HOUSING PRICES IN ATLANTA (2013 – 2020)



First I pulled research data from Zillow and plotted out line graphs for **all** zip codes in Atlanta. But this venture capitalist is looking for the highest, percentage gain, in home value. These are the areas that have gentrified the quickest.

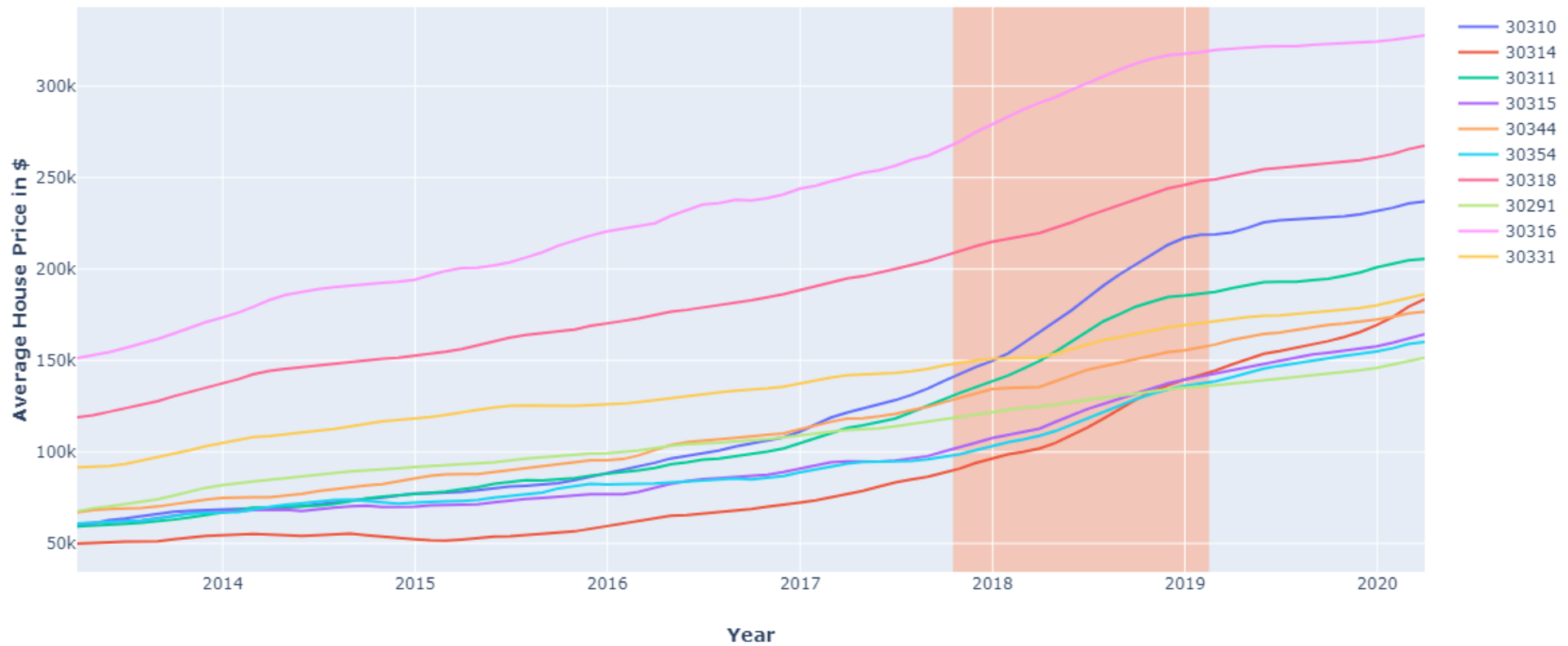


Using Zillow research data

Using the 'pct\_change' function and 'sort\_values', we can remake the line graph in the **next slide**.

# Top ten, by percentage, zip codes with increasing home value

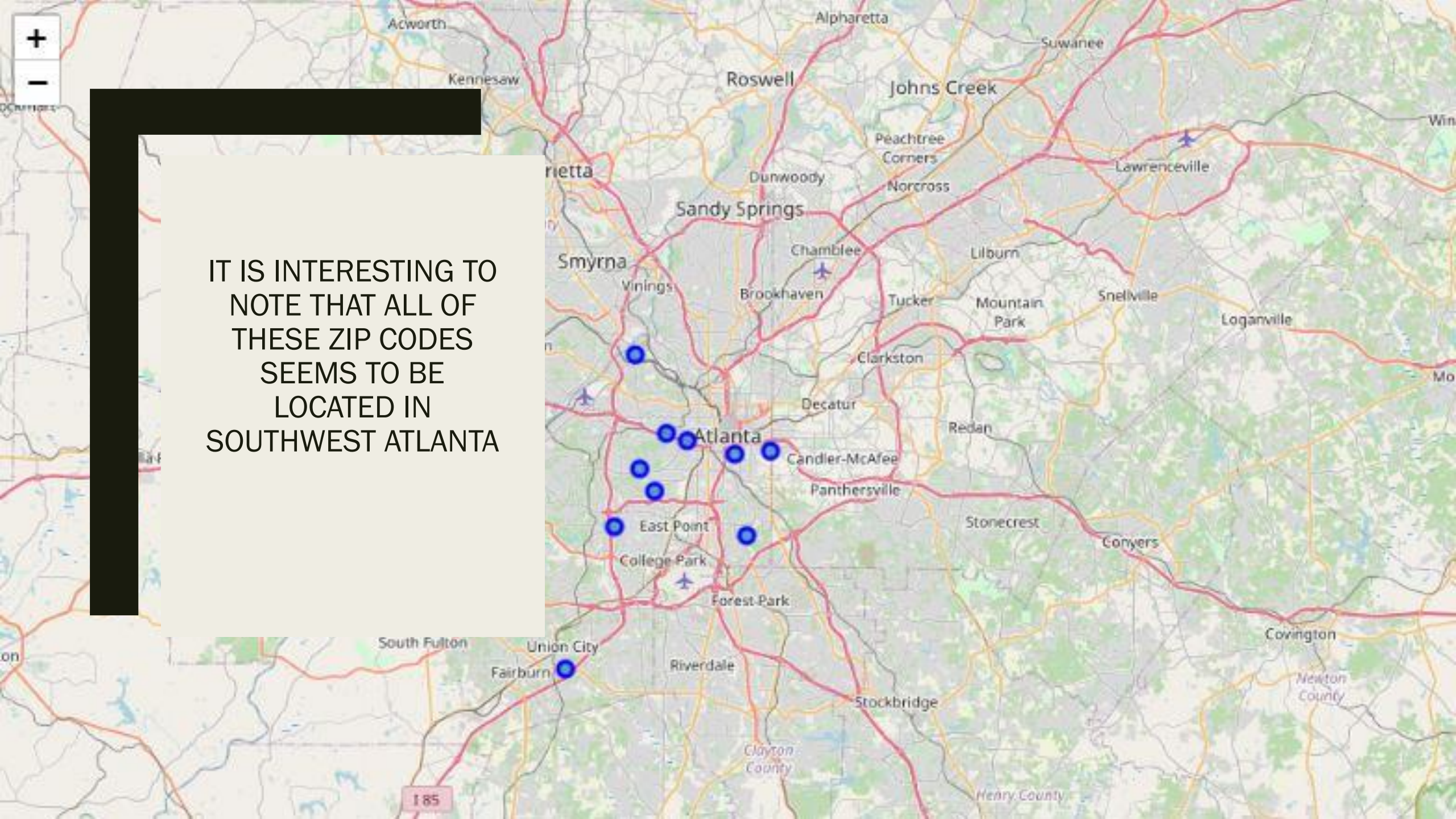
The steep increases are clear in this graph



Next I used Folium to look at the Geolocation of these Zip codes to do further exploratory analysis



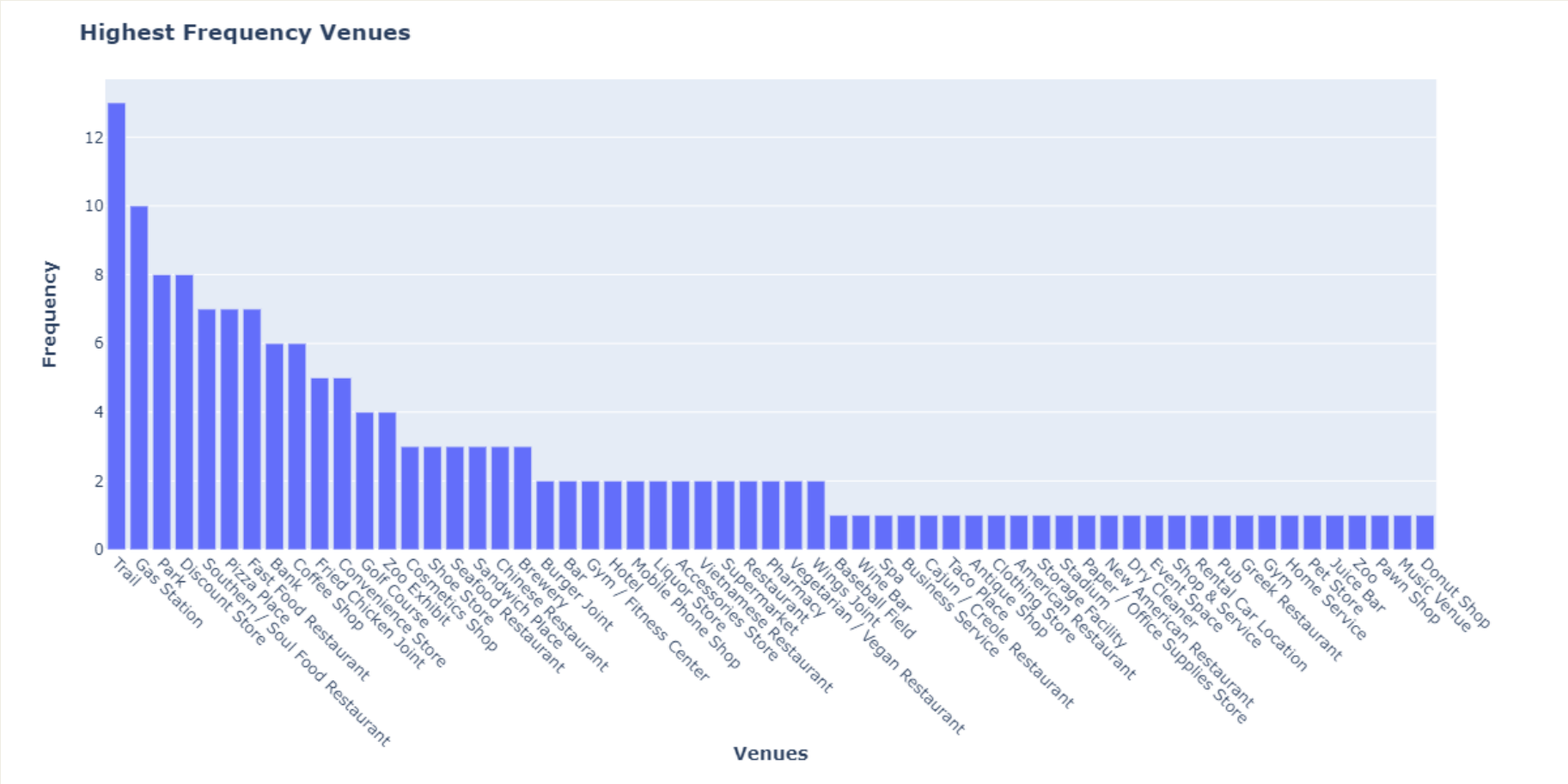
IT IS INTERESTING TO  
NOTE THAT ALL OF  
THESE ZIP CODES  
SEEMS TO BE  
LOCATED IN  
SOUTHWEST ATLANTA



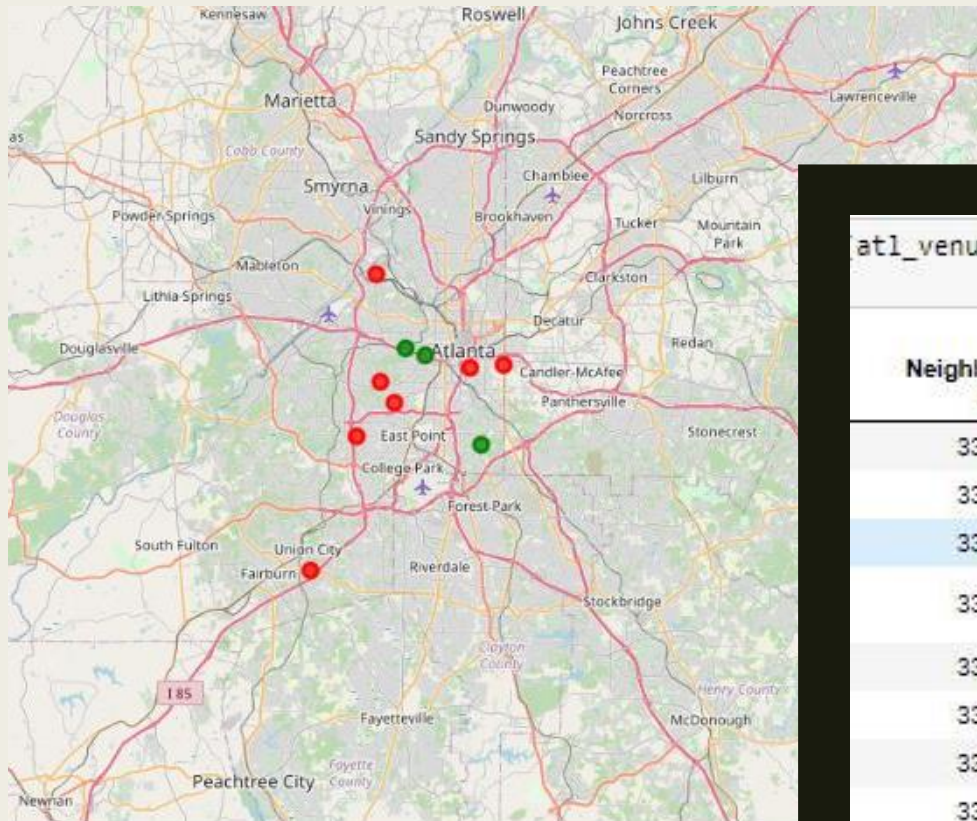
Using Foursquare API, pulling all venues within 2 miles of the Geolocation coordinates (previous slide), we are able to generate some ideas for new businesses. More importantly we are able to see ideas to stay away from in order to stay away from saturated markets.



It appears that trails and gas stations seem to be very popular...



Lets dig deeper using Foursquare venue data location coordinates to see where all of these **trails** are located.

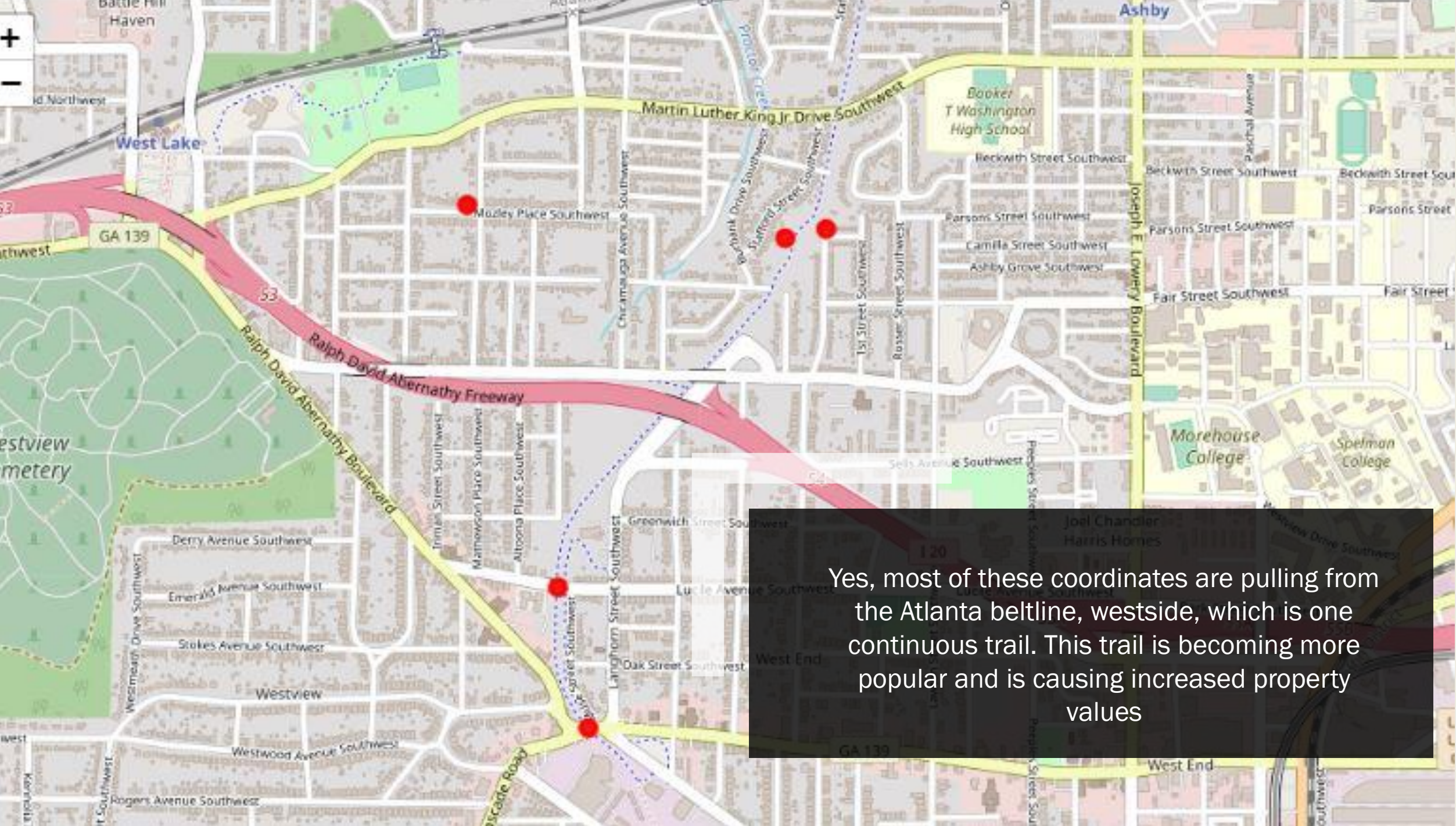


So actually only three zipcodes contain trails and all of the trail markers seem to be the Atlanta Beltline

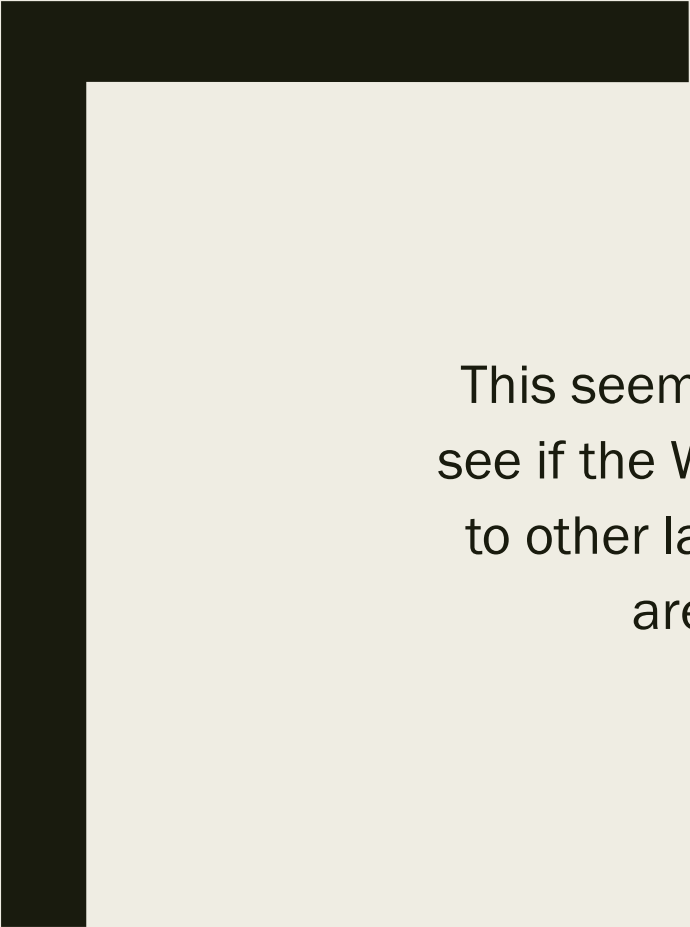
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atl_venues['Venue Category'] == 'Trail']
```

| Neighborhood Latitude | Neighborhood Longitude | Venue   | Venue Latitude | Venue Longitude |
|-----------------------|------------------------|---|----------------|-----------------|
| 33.745139             | -84.427804             | Atlanta BeltLine Corridor over MLK                | 33.750790      | -84.42636       |
| 33.745139             | -84.427804             | Atlanta BeltLine Langhorn to Westview             | 33.750558      | -84.42751       |
| 33.745139             | -84.427804             | Atlanta BeltLine Corridor under Lucile Ave        | 33.742318      | -84.43394       |
| 33.745139             | -84.427804             | Atlanta BeltLine Corridor under Ralph David Ab... | 33.739007      | -84.43312       |
| 33.745139             | -84.427804             | Atlanta BeltLine Corridor at Lena St              | 33.756441      | -84.42490       |
| 33.745139             | -84.427804             | Atlanta BeltLine Corridor under I-20              | 33.751341      | -84.43652       |
| 33.745139             | -84.427804             | Atlanta BeltLine Corridor under Lawton            | 33.732403      | -84.42353       |
| 33.750838             | -84.445932             | Atlanta BeltLine Corridor under I-20              | 33.751341      | -84.43652       |
| 33.750838             | -84.445932             | Atlanta BeltLine Corridor under Lucile Ave        | 33.742318      | -84.43394       |
| 33.750838             | -84.445932             | Atlanta BeltLine Corridor over MLK                | 33.750790      | -84.42636       |
| 33.750838             | -84.445932             | Atlanta BeltLine Langhorn to Westview             | 33.750558      | -84.42751       |
| 33.750838             | -84.445932             | Atlanta BeltLine Corridor under Ralph David Ab... | 33.739007      | -84.43312       |
| 33.672088             | -84.371992             | Southtowne Trail System                           | 33.680929      | -84.36991       |
| 33.736990             | -84.350905             | Atlanta BeltLine Corridor at Memorial Drive       | 33.743005      | -84.35547       |

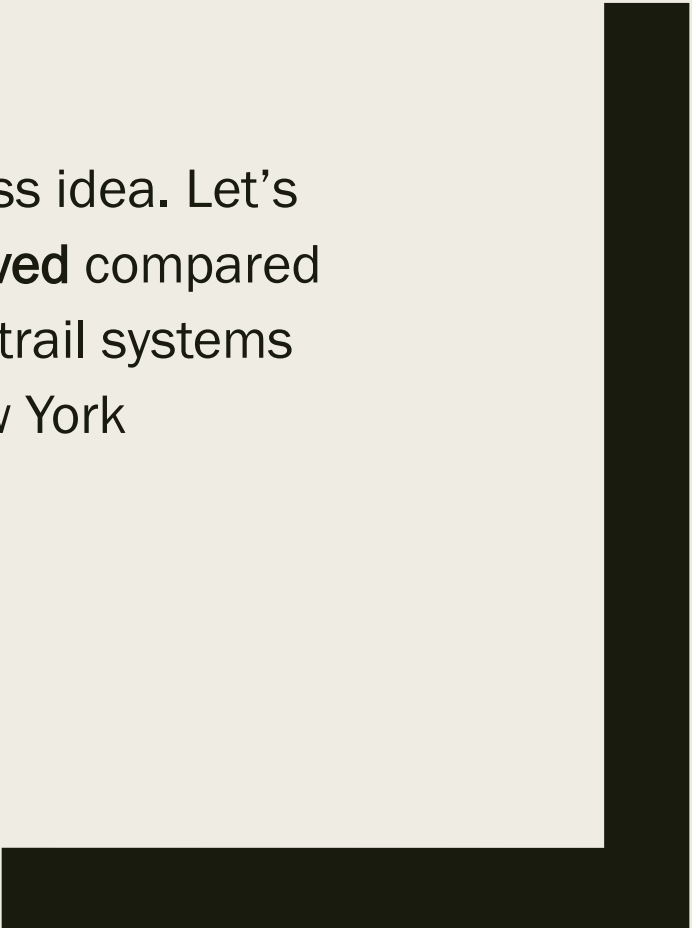




Yes, most of these coordinates are pulling from the Atlanta beltline, westside, which is one continuous trail. This trail is becoming more popular and is causing increased property values



This seems like a good lead on a small business idea. Let's see if the Westside Atlanta Beltline is **underserved** compared to other large metropolitan areas. Three large trail systems are located in Chicago, Dallas, and New York





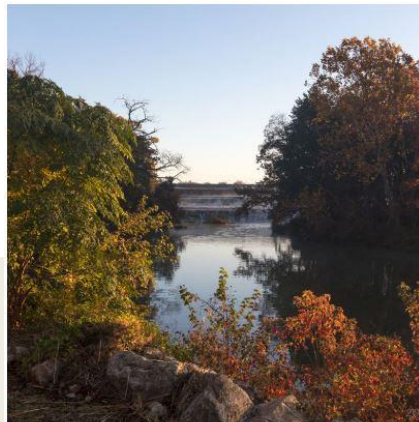


MASSIMO BORCHI/ATLANTIDE PHOTOTRAVEL / GETTY IMAGES

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## Chicago, IL: The 606

Much like New York's High Line, The 606 is a disused railroad that was turned into an elevated park in the heart of Chicago. Connecting the neighborhoods of Logan Square, Humboldt Park, Bucktown and Wicker Park, it's a convenient way to explore the city during the warm months, and its science and art events are great for kids, too.



DONNA DICKSSON / 500PX / GETTY IMAGES

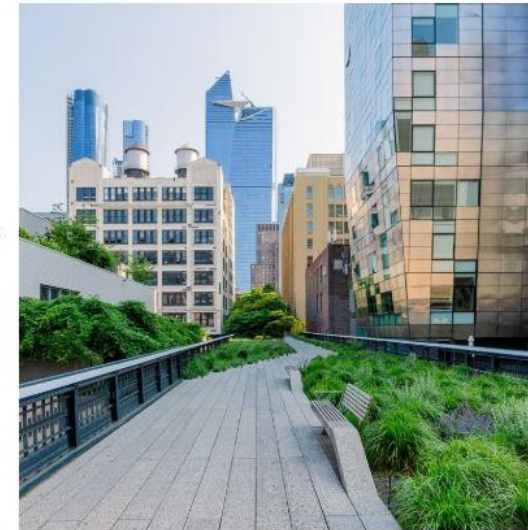
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## Dallas, TX: White Rock Lake Trail

While you could easily take on the almost 10 miles of the White Rock Lake Trail at once, it's a great choice for walkers who want to explore an area over a few days or weeks. Located in the heart of North Dallas, this loop includes local gems like a massive dog park, an Audubon Society bird watching area, and the Dallas Arboretum.

Distance: 9.4-mile loop  
Difficulty: Easy

[VIEW THIS TRAIL](#)



ALEXANDER SPATARI / GETTY IMAGES

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## New York, NY: The High Line

In a city as dense as New York, green space is much-needed. The High Line, an elevated park that took over a defunct train line, is the answer. With multiple elevators and access points along NYC's west side and destinations like the Whitney and Hudson Yards along the way, there's no better place for a tranquil walk in the Big Apple.

Distance: 1.45 miles  
Difficulty: Easy

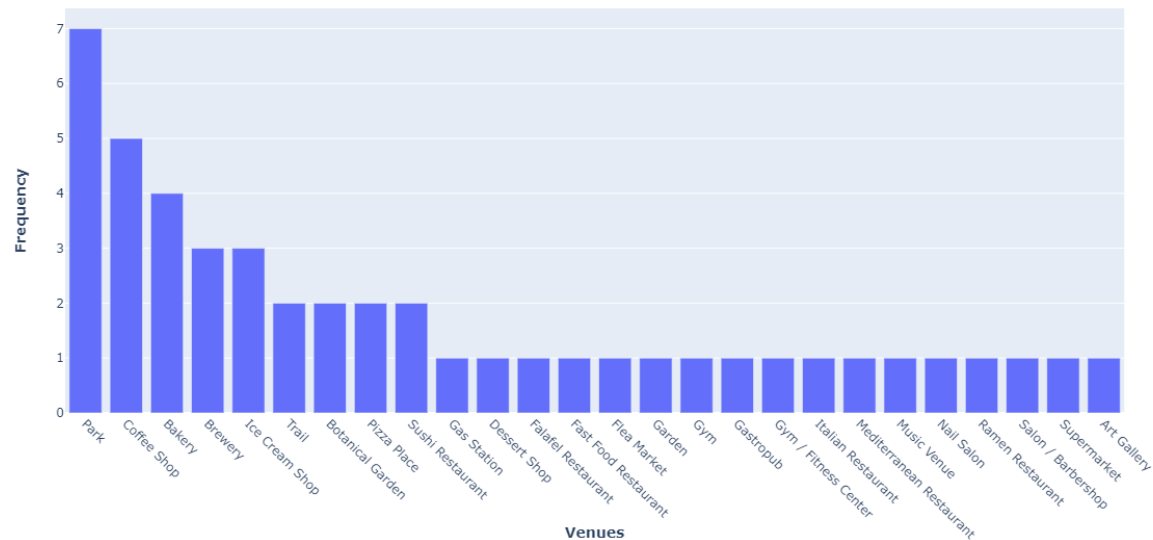
|   | Zipcode                            | Latitude  | Longitude  |
|---|------------------------------------|-----------|------------|
| 0 | 1801 N California Ave, Chicago, IL | 41.914129 | -87.696991 |
| 1 | 8300 E Lawther Dr., Dallas, TX     | 32.841340 | -96.714399 |
| 2 | 511 W 22nd St, New York, NY 10011  | 40.747207 | -74.004868 |

```
In [169]: trail_venues[trail_venues['Venue Category'] == 'Bakery']
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Out[169]:
```

|    | Neighborhood                       | Neighborhood Latitude | Neighborhood Longitude | Venue                   | Venue Latitude | Venue Longitude | Venue Category |
|----|------------------------------------|-----------------------|------------------------|-------------------------|----------------|-----------------|----------------|
| 46 | 8300 E Lawther Dr., Dallas, TX     | 32.841340             | -96.714399             | Nothing Bundt Cakes     | 32.832815      | -96.702701      | Bakery         |
| 55 | 8300 E Lawther Dr., Dallas, TX     | 32.841340             | -96.714399             | Unrefined Bakery        | 32.845981      | -96.710815      | Bakery         |
| 70 | 511 W 22nd St., New York, NY 10011 | 40.747207             | -74.004888             | Fabrique Bakery         | 40.740717      | -74.004722      | Bakery         |
| 75 | 511 W 22nd St., New York, NY 10011 | 40.747207             | -74.004888             | Aux Merveilleux de Fred | 40.738334      | -74.004114      | Bakery         |

Highest Frequency Venues

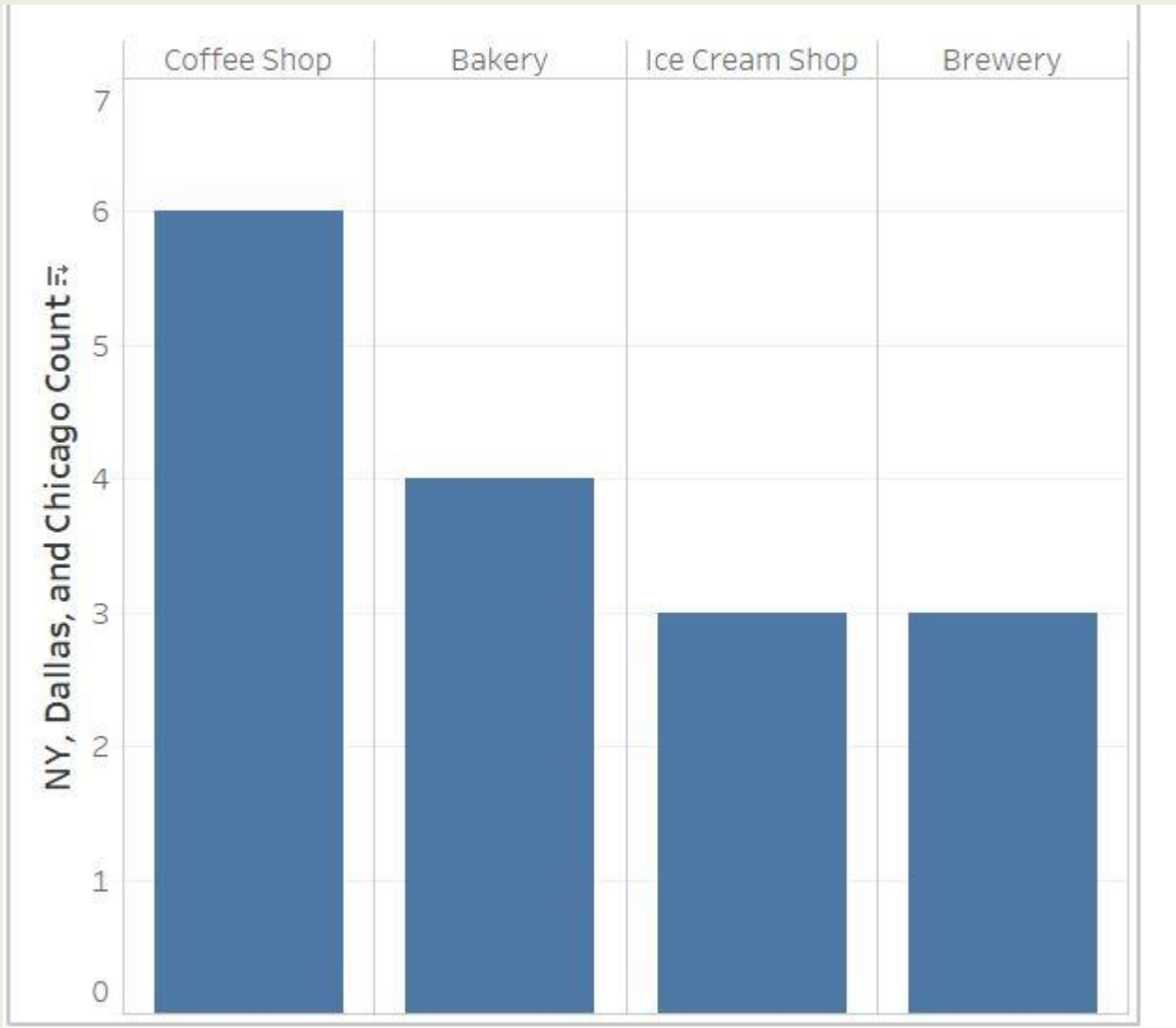


In a one mile radius around these developed trail systems, the top 4 venues according to Foursquare are: Ice Cream Shops, Coffee Shops, Bakeries, and Breweries

In order to estimate if Atlanta is underserved on the west side trail compared to other metro cities we would need to see some sort of comparison



These are the top 4 venue categories near Chicago, New York, and Dallas trail systems.



Comparison was not possible because there are none of these venue types located in these areas!

# Conclusion

Looking at the venue area data from the top most gentrifying zip codes in Atlanta, it is clear that there is an opportunity in the vast Westside Atlanta Beltline area for small business. Right now is an opportunity for a savvy investor to purchase property close to or on the Westside Atlanta Beltline, open a brewery, coffee shop, ice cream shop, or bakery because people love to eat before, during, or after walks, as the data shows!