

# ATLANTA OR BUST

Where to build during Atlanta's growing housing boom

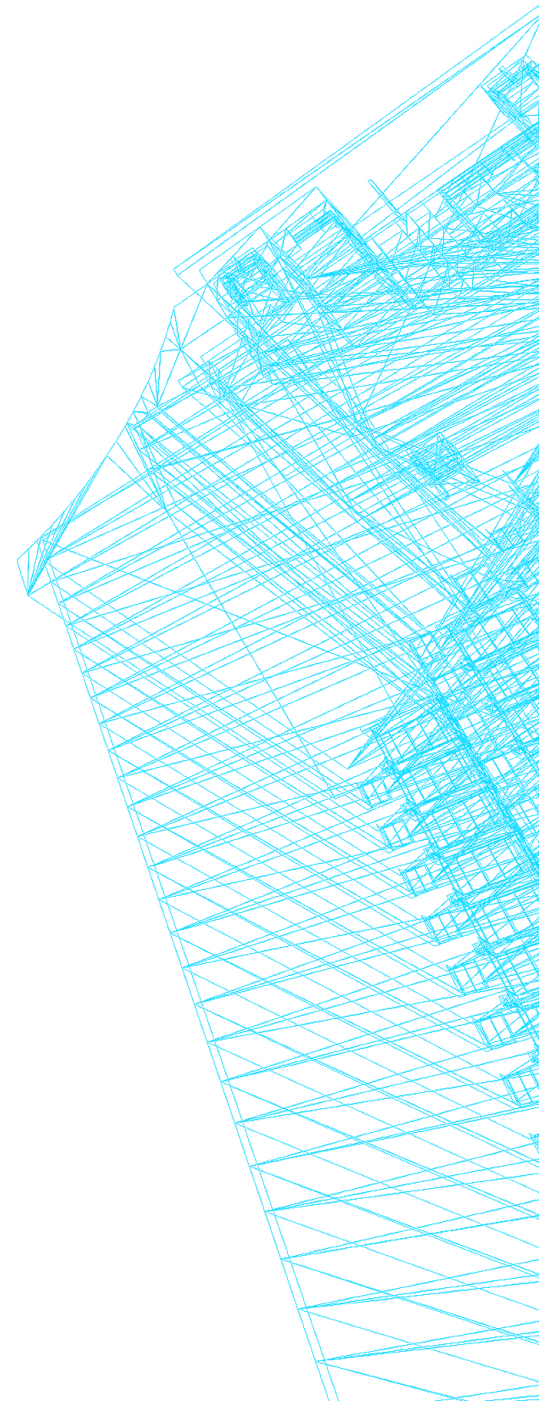




# ATLANTA IS GROWING

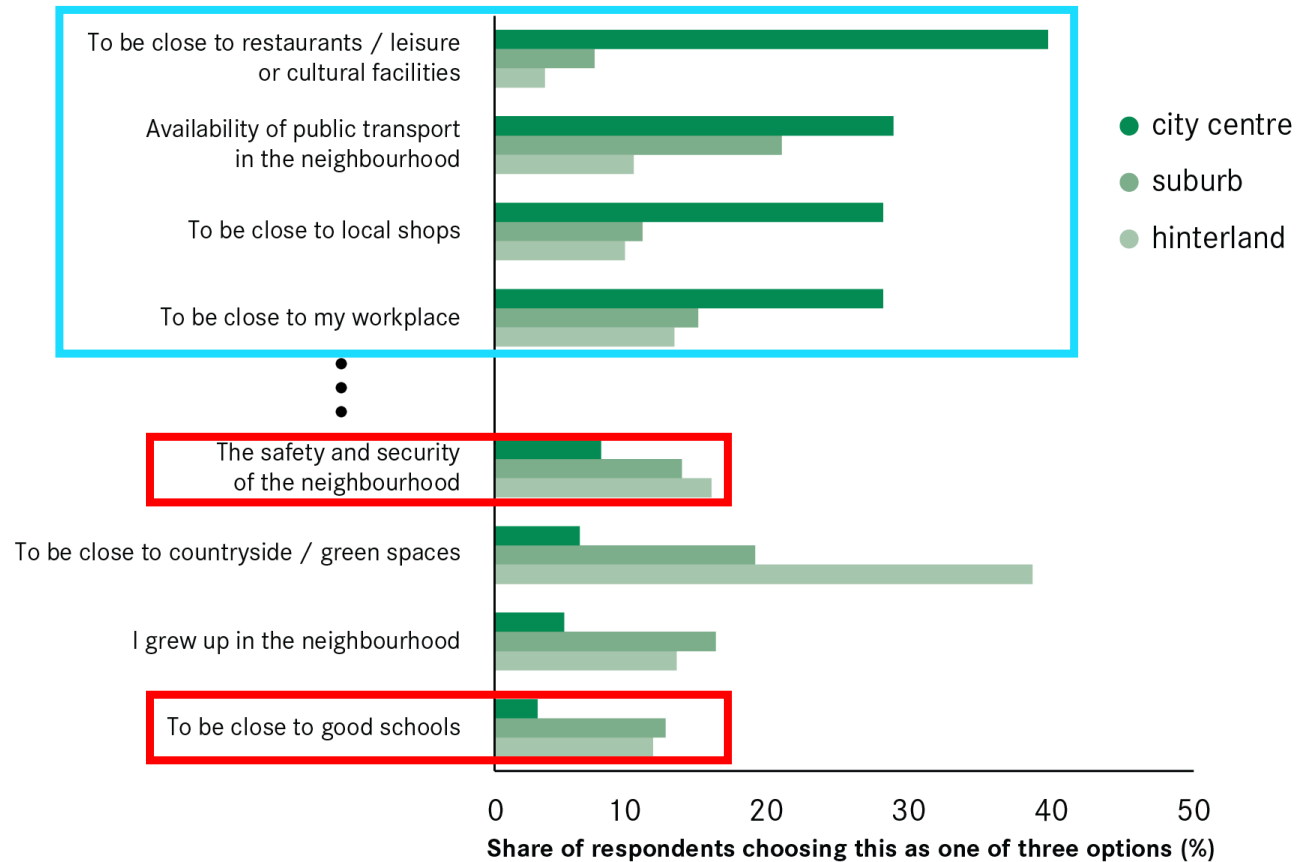
- Thousands moving to Atlanta, GA for jobs
- Now is the time to capitalize on the demand for housing
- So much space... Where do you build?
- To grow fast, need to find a “prime” location

# WHAT IS A PRIME LOCATION?





# RECENT SURVEY RESULTS

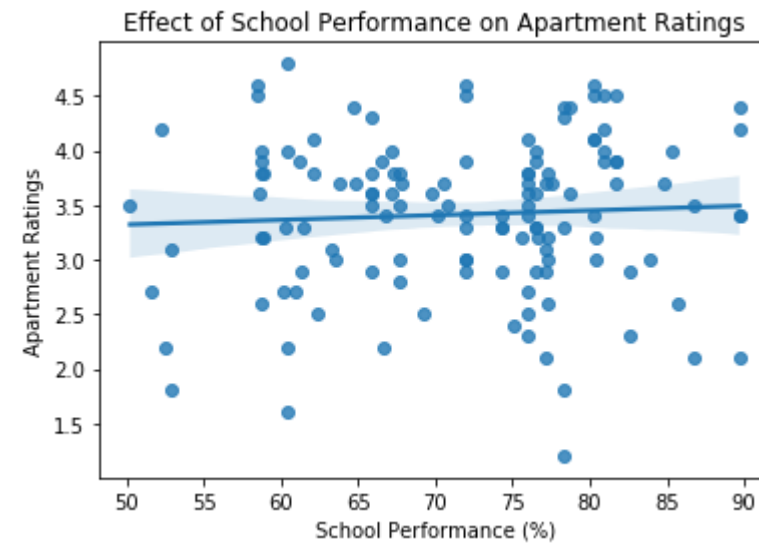
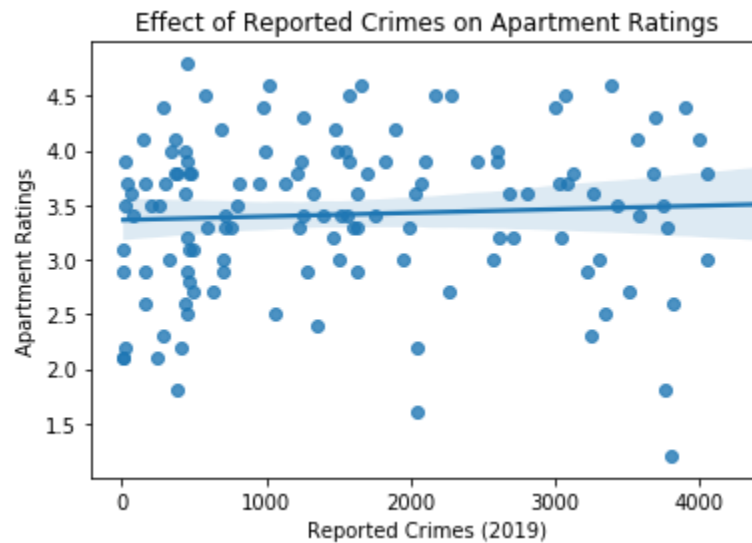


- Schools and Crime score surprisingly low
- Top responses give the answer:

PROXIMITY

# CONFIRMING THE FINDINGS

- Survey data was for another city
- Apartment ratings, crime, and school performance in Atlanta paint the same picture: no correlation



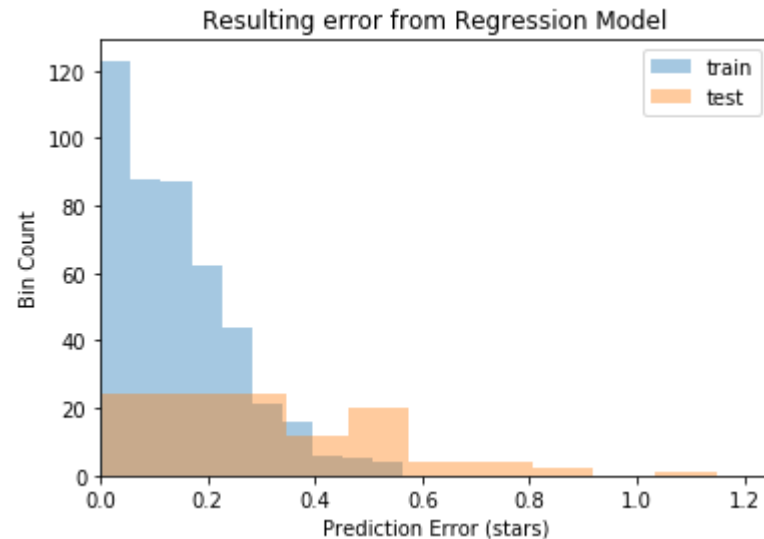
# WHAT DRIVES UP RATINGS?





# PREDICTING PERFORMANCE

- Can we predict an apartment's rating based on these factors?
- Model accurately predicts apartment ratings to within 0.5 stars on 90% of the data



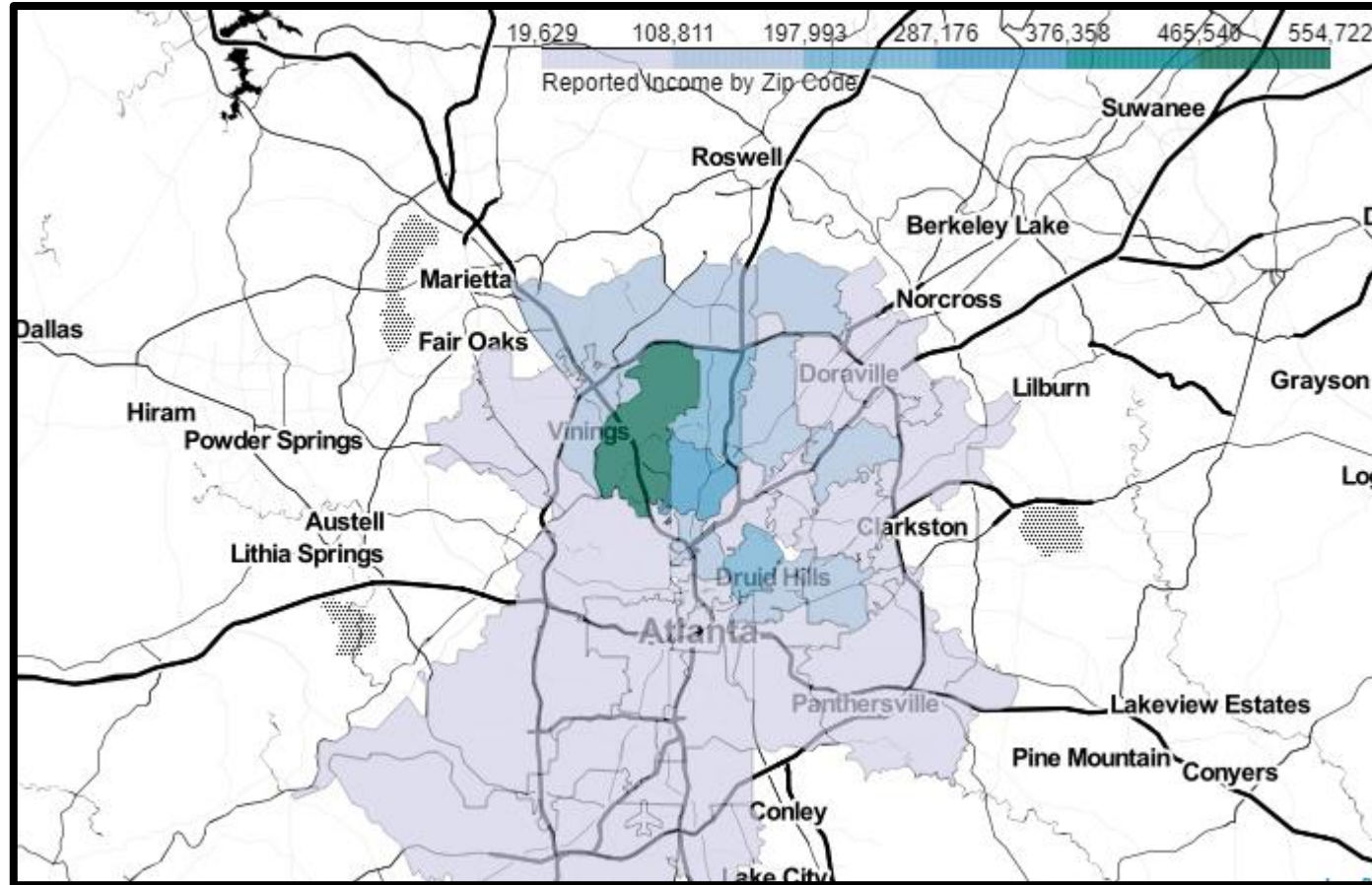


# SO WHERE SHOULD WE BUILD?

- Build where people have money
- Be convenient for residents to explore their surroundings
- Provide access to health and recreational facilities
- Surround yourself with culture
- Bring the world to your residents, and they will come to you!



# RECOMMENDATION: NORTHWEST ATLANTA



\* Also has good schools and low crime as an added bonus!