



# ATLANTA YOGA STUDIO LOCATION PROSPECTING

IBM Data Science Capstone Project

## Abstract

We are looking to expand our yoga studio franchise into the Atlanta area and are looking to identify the best zip codes in the city based on population, income, and existing competition.

Derek May  
April 3, 2020

## Table of Contents

<b>TABLE OF CONTENTS.....</b>	<b>1</b>
<b>I. INTRODUCTION.....</b>	<b>2</b>
<b>II. DATA DESCRIPTION.....</b>	<b>2</b>
DATA SOURCES:.....	2
DATA IMPORTING: .....	3
DATA CLEANSING:.....	3
<b>III. METHODOLOGY.....</b>	<b>5</b>
CORRELATION OF POPULATION VS AVERAGE WAGES .....	7
DATA VISUALIZATION.....	5
<b>IV. RESULTS .....</b>	<b>8</b>
<b>V. DISCUSSION.....</b>	<b>9</b>
<b>VI. CONCLUSION .....</b>	<b>9</b>

## I. Introduction

This is my capstone report for completing the final course of the IBM Data Science Specialization, a 9-course series created by IBM and hosted on the Coursera platform. The capstone project instructions were as follows:

**Project Instructions:** *Be as creative as you want and come up with an idea to leverage the Foursquare location data to explore or compare neighborhoods or cities of your choice or to come up with a problem that you can use the Foursquare location data to solve.*

### **For my project report:**

I am looking to help a friend who has recently completed her yoga instructor certification and is now looking to open up her own studio franchise in the city of Atlanta with one of her friends. She has asked if I would run some data analysis to identify the number of yoga studios in the Atlanta city area by zip code and determine which zip code area(s) I would recommend for opening her new studio based on existing competition and neighborhood population size. If average household income or wages could be included in the analysis, that would be helpful as well.

## II. Data Description

To help address this question, I first looked for data sources that could help break down the Atlanta city area either by neighborhood or zip code. I then looked for data sources that could provide population and household income based on zip code or neighborhood.

After doing some research, I was able to identify population density by zip code using 2010 US Census Data and household wages by zip code using information on Zipatlas.com. Additionally, I will use Foursquare location data to understand where existing yoga studios are located at today within the city.

### Data Sources:

- **2010 US Census Zip Code data** with city, state, latitude, longitude, and total wages
  - Data Source: US Census data on [www.kaggle.com](http://www.kaggle.com)
- **Atlanta Zip Code Population data**
  - Data Source: Zipatlas.com
  - <http://zipatlas.com/us/ga/atlanta/zip-code-comparison/population-density.htm>
  - Note: I was unable to scrape the site data so copied data to worksheet on Github
- **Foursquare location API data**

## Data Importing:

1. Upload US zip code wage data file (81,000 records)
2. Upload Atlanta zip code population data file (37 records)

## Data Cleansing:

1. Update Zip Code column data types to be integer for both zip code data files
2. Fix zip code so that all codes are 5 digits and aren't missing any leading zeroes
3. Drop unnecessary columns to help simplify the analysis
4. Drop duplicate zip code records from US Census Zip table
5. Merge information from two zip code data sources into a new data source with both population and wage information
6. Identify and replace any NaN data within population and wage columns
7. Calculate Avg Wages based on Total Wages divided by Population for better comparison between zip codes
8. Change Avg Wages column data type from float to integer to remove decimals
9. Set Zipcode column as index field

The final merged data set has just 37 records and 9 columns for the city of Atlanta. Below is a sample of the final data set along with the descriptive statistics.

*Figure 1. The Final Data Set – Sample*

	Population	People_per_Sq_Mile	City	State	Lat	Long	AvgWages	TotalWages
Zipcode								
30313	11035	9768.73	ATLANTA	GA	33.76	-84.39	9124	100688737.0
30322	1724	8794.33	ATLANTA	GA	33.79	-84.32	35007	60352068.0
30308	11796	7377.75	ATLANTA	GA	33.77	-84.37	35360	417110003.0
30312	20221	6289.52	ATLANTA	GA	33.74	-84.37	18311	370275696.0
30314	27181	5774.91	ATLANTA	GA	33.75	-84.42	5085	138226697.0

Figure 2. Descriptive Statistical Analysis

	Population	People_per_Sq_Mile	Lat	Long	AvgWages	TotalWages
<b>count</b>	37.000000	37.000000	37.000000	37.000000	37.000000	3.700000e+01
<b>mean</b>	23446.243243	3442.441892	33.793243	-84.380811	35007.513514	5.645427e+08
<b>std</b>	13550.867437	2085.953189	0.084724	0.066724	37484.276331	4.068925e+08
<b>min</b>	238.000000	27.210000	33.610000	-84.540000	5085.000000	3.181249e+07
<b>25%</b>	15782.000000	2240.620000	33.740000	-84.420000	15171.000000	2.438634e+08
<b>50%</b>	21380.000000	3078.990000	33.780000	-84.380000	18311.000000	4.480111e+08
<b>75%</b>	31057.000000	3817.230000	33.860000	-84.330000	38527.000000	9.235218e+08
<b>max</b>	55239.000000	9768.730000	33.970000	-84.250000	192986.000000	1.565488e+09

Figure 3. Column Data Types

```
Population          int64
People_per_Sq_Mile  float64
City                object
State               object
Lat                 float64
Long                float64
AvgWages            int64
TotalWages          float64
dtype: object
```

### III. Methodology

The intention is to identify the zip code areas in the Atlanta city area that have the best potential for a new yoga studio based on population size, household wages, and existing yoga studio competition. Therefore, the proposed approach is to first identify and evaluate the makeup of the Atlanta area based on population and wages to determine which areas stick out as being potential opportunity areas. Based on this information, we may narrow the focus to the top five or so zip codes that seem the most promising. Then I will leverage the Foursquare location data to pull in existing yoga studio locations to see if that leads to one or two zip codes being the most promising.

My data analysis methodology included:

- Data Visualization – Charts and Mapping
- Inferential Statistical Analysis via Linear Regression and Correlation
- Clustering
- Foursquare Location Data Integration

Note: Did not conduct any machine learning as it did seem to apply for this project.

#### Data Visualization

The first thing I wanted to do was to run some visualizations against the data to see the population and average wage levels by zip code. So I generated bar charts for both (see results in Figures 4 and 5) and the primary insight was that there were some noticeable outliers when it comes to both population and average wages. For instance, zip code 30326 has a super high average wage compared to the other zip codes, but the population size is also the lowest. The extreme difference here makes me wonder if there might be some distortion or issues in the data from the US Census, particularly for this zip code.

Figure 3. Bar Chart – Population by Zip Code

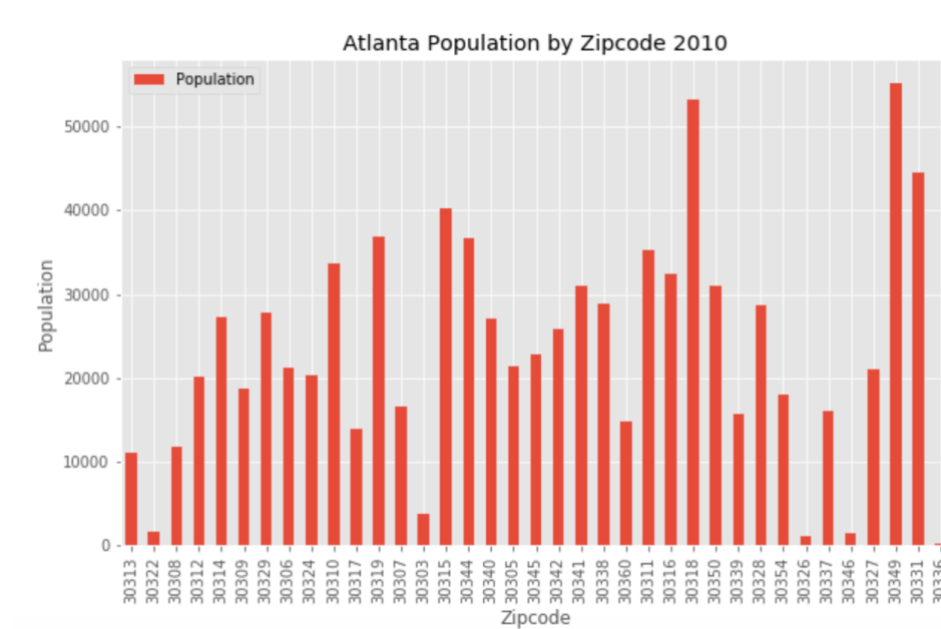
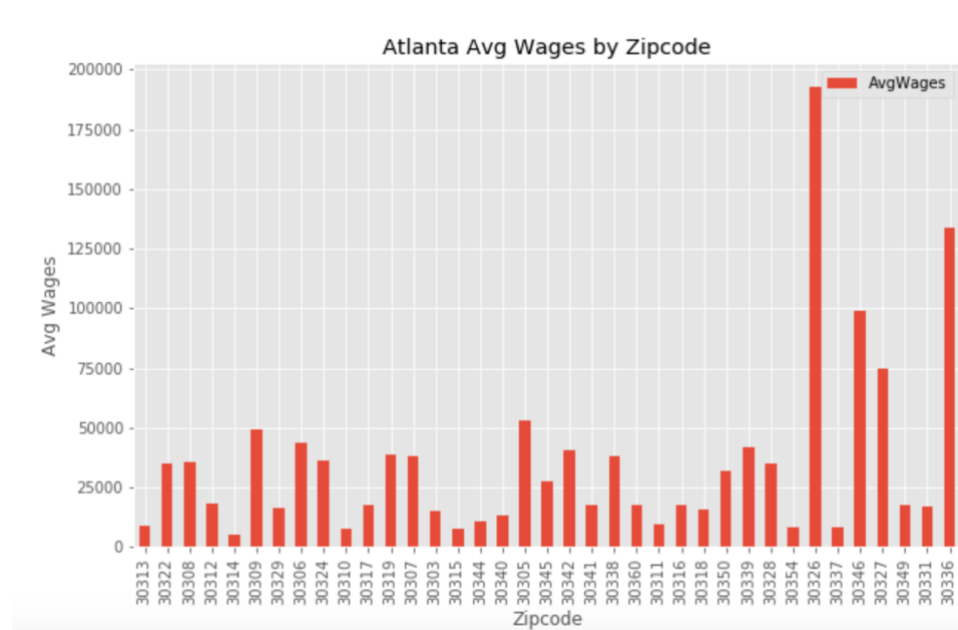


Figure 4. Bar Chart – Average Wages by Zip Code



**Chloropleth Mapping:** Next, and more importantly, I wanted to display a map of Atlanta with the Chloropleth Map visualization to show shading by zip code neighborhood based on the population levels in each zip code. I then wanted to rerun the same visualization with average wages. (Note: I wasn't sure if it was possible to run them both at the same time and wasn't able to figure out how to do it, so ran these individually instead.). Unfortunately, either due to

having an incorrect Atlanta neighborhood geomap or some other reason, the Chloropleth map wouldn't work correctly for me.

## Correlation and Linear Regression of Population vs Average Wages

In order to conduct some inferential statistical testing, I wanted to see if there were any correlation between population size by zip code and the household average wages. If so, we may be able to target lower population zip codes with higher average wages, or find that zip code with greater population tend to have higher average wages as well.

There did appear to be a light negative sloping correlation between population and average wages as reflected in the scatter plot and regression line in Figure 5. In other words, as the population size of the zip codes increased, the average wages usually decreased. While the Pearson Correlation Coefficient score indicates a moderate downhill (negative) relationship, the P value is extremely small. The hypothesis was that Population may have an impact on Average Wages. Since a small p-value (typically  $\leq 0.05$ ) indicates strong evidence against the null hypothesis, we would have to reject that hypothesis based on the low P-value score.

- Pearson Correlation Coefficient is -0.518
- P-value of P = 0.001.

Therefore, it was difficult to identify which zip codes might be the best combination of population size and higher income. The best zip code cluster(s) might be the ones with population between 20,000 and 40,000 people and average wages above \$25,000, but hopefully we can better determine that with clustering.

*Figure 5. Correlation and Regression Line for Population vs Average Wages*

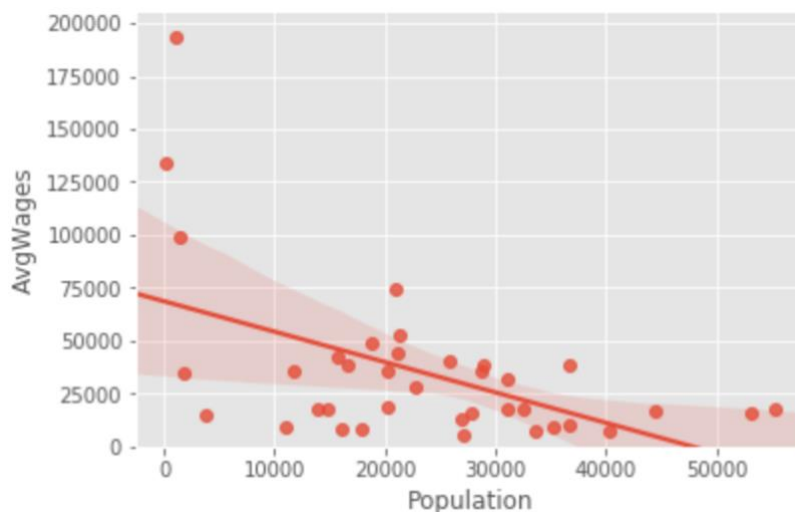
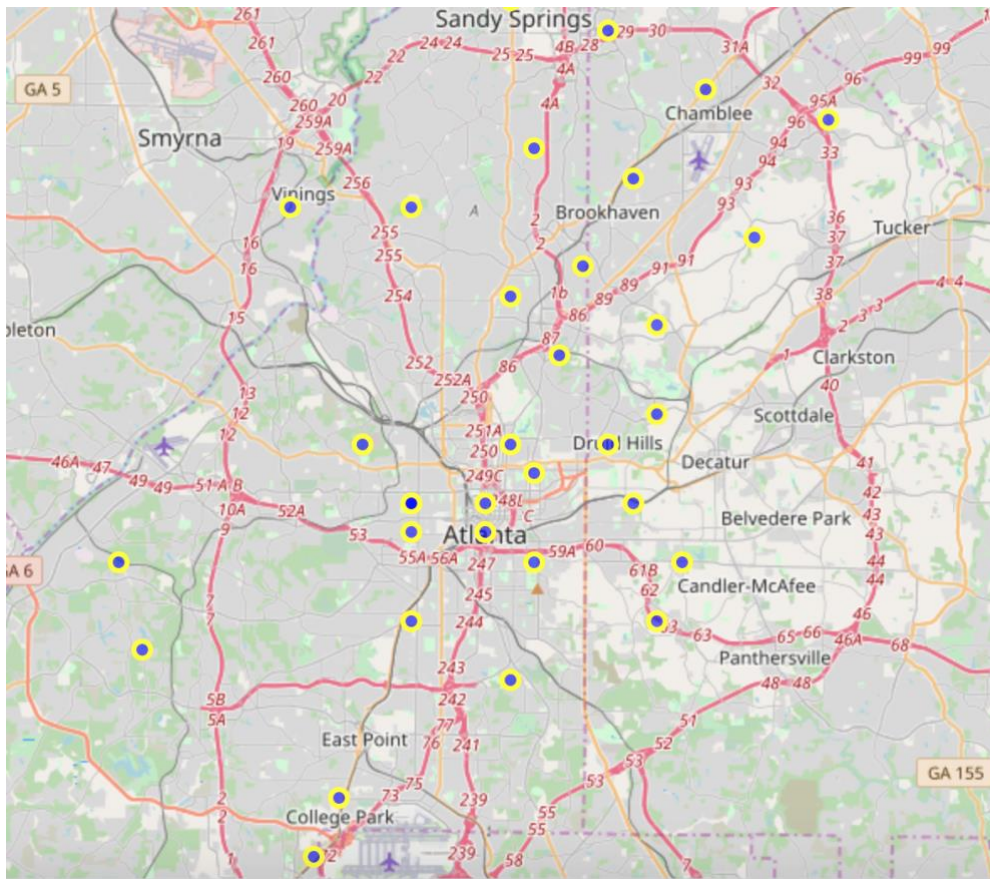




Figure 6. Map of Atlanta Zipcodes



#### **Foursquare Location Data:**

Unable to generate due to repeat code errors.

#### **Clustering:**

I was unable to effectively cluster the best zip code areas together or cluster the existing yoga studios from the Foursquare location data.

## **IV. Results**

Based on limited data analysis regarding the population and income levels by zip code, the recommended zip code area for opening a new yoga studio would be 30327 as it has a larger income level and a population over 20,000.

Unfortunately, I wasn't able to complete as much analysis on the Atlanta zip code data as I intended due to roadblocks. For instance, I was unable to create the Choropleth Map to help

display the zip code areas based on population and/or average wages and unable to leverage the Foursquare API data to identify existing yoga studios and complete the k-means clusters.

## V. Discussion

I would have liked to been able to view the information by neighborhood in addition to zip code to see if certain neighborhoods seemed a better fit for a new yoga studio. However, I believe the zip code area approach works as well.

Additionally, I used US Census data from 2010 which is ten years old now and may not be as current and accurate as we would like. However, I believe the information is still directionally useful as a starting point.

I had a challenge using the Foursquare location data to identify the number of yoga studios within each zip code area. When looking at zip codes individually, their API service worked fine, but I wasn't able to pull counts for all zip codes at once.

## VI. Conclusion

Doing this final project was very helpful in forcing me to review the content that I've learned during the 9 courses of the Data Science Specialization program and put them into practice on my own. I'm not a computer programmer or a data scientist or analyst by trade and I ran into numerous data analysis challenges during the course of this project. However, I am pleased that I was able to remedy most of the challenges and achieve 85%+ of what I set out to do. This final project, and the specialization program overall, really tested and strengthened my analytical and problem solving abilities.

Furthermore, having done this final project has given me confidence that I can be more than dangerous with being hands on with data in Python in the real world, and at the very least be able to relate more effectively with our data analytics team on these types of discussions.

That said, I wish I had more success with running the Choropleth map, Foursquare API, and and K-means clustering. I could have used more support from discussion forum or otherwise for the final project to better understand how to overcome my roadblocks in these areas with real world data. Eventually, I ran out of patience for trying to get it to work. Additionally, the different libraries took forever to download and made re-running this analysis a laborious and time-intensive effort.