David Quarshie

Final Project Proposal

Data 608: Knowledge and Visual Analytics

**Idea**

Amazon recently announced that it’s looking for a place to open up their second headquarters. Cities including Atlanta, Dallas, and Denver have started to wonder about what having a company like Amazon there will mean for their economy. The 50,000 jobs would be great for business, the residents but also change the neighborhood landscape. Gentrification from a company like Amazon coming to a city can negatively affect an area, making housing unaffordable. NYC, a city that’s already unaffordable and rapidly changing due to gentrification is on Amazon’s list. The idea for this project is to create an interactive visualization that shows how housing prices in NYC have changed in certain areas when businesses have come in.

**Data Sources**

I will use data from Zillow that has house prices by zip code (<https://www.zillow.com/research/data/#median-home-value>) and also use data from the NY State’s site to evaluate business population by area (<https://data.ny.gov/Economic-Development/Active-Corporations-Beginning-1800/n9v6-gdp6/data>)

**Data Visualization**

Because of its ease to visualize and deploy the final build, I’ll be using R. Using Shiny and Plotly we should be able to see the trend of housing prices by area changing over time. We should be able to use maps to plot the areas by zip code and also use scatter and line plots to see trends.