Battle of the Neighborhoods - Solutions/Data

<u>Ideas</u>: So the questions that comes to mind are where are the best Los Angeles areas to provide jewelry services to high net-worth individuals? What is the best way to find these individuals and have them visit our store(s)? How can we find high net-worth individuals?

Solution: In my opinion the best answer is not to focus on such people because they could be spread out through out Los Angeles. In some areas more and in some areas with less density. Additionally, some could also leave in middle class areas. So instead of focusing on distinguished clientele, we will focus on properties which such individuals own, specifically their homes. In conclusion, we will be focusing on Los Angeles zip codes that have the highest >average< house values.

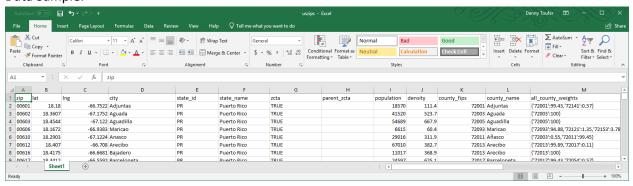
Solution in Detail: So should we just find the first zip code with the highest average house price, and put up our jewelry store there? The answer is NO, because some expensive zones could be mostly residential, or the zones might not have the right type business environment or the zones/centers might not be the right type for jewelry store foot traffic. So we will grab the top 10 zip codes and cluster them into three groups and then evaluate each group by the type of popular venues/businesses nearby.

Resources/Data: Our analysis will be based on several types of resources and data:

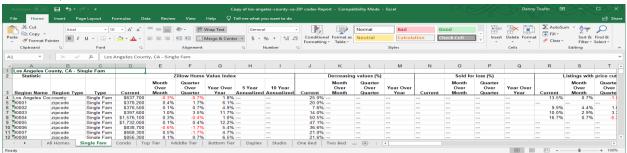
• A list of all Los Angeles county zip codes, names and geo positions

Resources: https://simplemaps.com/data/us-zips

• Data Sample:



- A list of all Los Angeles county zip codes and their average "single family" home values
- Resource: https://www.zillow.com/los-angeles-county-ca/home-values/
- Data Sample:



- Finally, top 5 venues for each of the "top 10 zip codes" above
- Resource: Foursquare.com

<u>Machine Learning Algorithm</u>: The best suited algorithm for clustering/grouping our top 10 zip codes will be K-Means algorithm creating three K's evaluating five top venues for each cluster.