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# Neighborhood scouting for real estate



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## Introduction/Business Problem

The North America Privilege Estate company (NAPE), a real estate company, is specialized in the sell of high-standing properties in the United States and Canada.

This company is aimed at a very demanding clientele. It always operates in the same way, the main steps are as follows:

- define the customer's environmental needs in order to select and acquire the most appropriate land,
- define the architecture of the future property,
- etc.

The company uses different specialists to complete all phases of the project. As mentioned earlier, one of them is to buy the land that best suits the needs of the. NAPE has often called on us to complete this phase of the project.

A customer has used NAPE services recently. He wants to acquire a property in the North of the United States or in Canada. After several interviews with NAPE, 4 cities were selected:

- Toronto,
- San-Francisco,
- New-York,
- Chicago.

It has passed on all of the client's criteria and asks us to send it the most suitable neighborhood to satisfy its client's needs:

- the crime rate must be as low as possible,
- the land must be close to the greatest number of services, transportation, and medical facilities.
- In addition, the client likes to be entertained and to watch sports: he wants to enjoy a wide variety of restaurants, be able to go out at night and be as close as possible to stadiums and sports complexes, monuments and cultural sites.
- Finally he likes to swim and run so the housing must be near a pool or green areas.

As the clientele of this company has a very high purchasing power, the price of land or properties does not enter into account.

The objective is to explore neighborhoods data and identify the neighborhood which is the best compromise regarding all the criteria addressed by the customer.