Let's find your new home!
Eau Claire, Wisconsin

Eric Canton

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Eau Claire:
Overview

- Eau Claire is a small city in west-central Wisconsin with an estimated 2018 population of about 69,000 within city limits, and about 160,000 in the metropolitan area.

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- The features of these listings we focused on include:
  1. Total density of shops, restaurants, and other venues within 750 meters (0.47 miles) of a listing.

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Total Density
Map

Schools,
Coffee, etc.
OPTICS
Averages per cluster
Map
Recommendations
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  1. Total density of shops, restaurants, and other venues within 750 meters (0.47 miles) of a listing.
  2. Number of coffee shops, schools, libraries, bookstores, and parks/playgrounds within 2400 meters (1.5 miles).

  Let's take a look at what we found!

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- Even the densest neighborhoods with houses for sale are not too dense. No listing we investigated had more than 36 venues within a 750 meter radius.

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  terms of number of venues, these translated to:
    * Low: 9 or fewer venues (within 750 meters)
    * Medium: 11 to 18 venues
    * High: 23 to 36 venues

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- On the next slide, we have plotted the listings color-coded by density: (low/green), (medium/yellow), (high/red).

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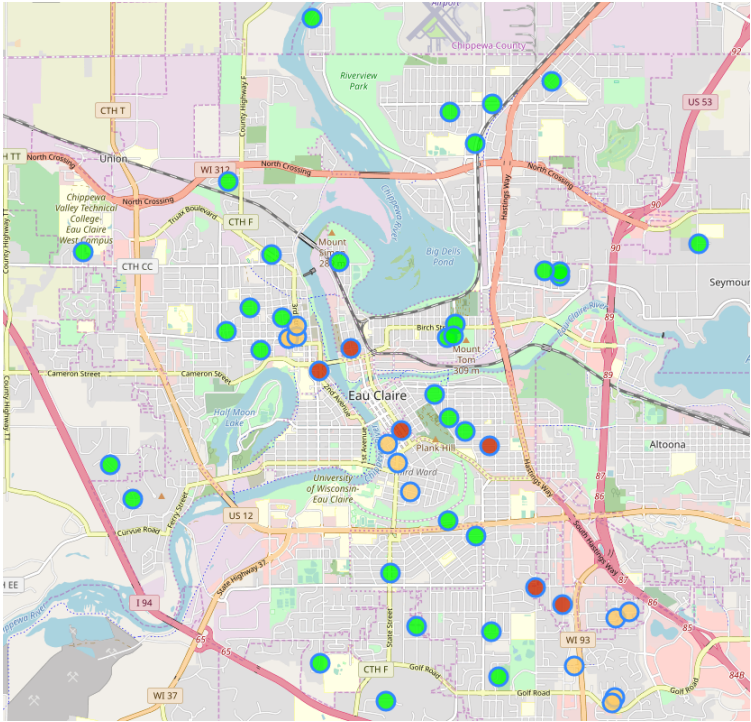Eau Claire,
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We used a second automatic clustering tool, called OPTICS, to find natural groupings of houses for sale based on the number of venues of special interest you discussed prior to our investigation. These categories were:
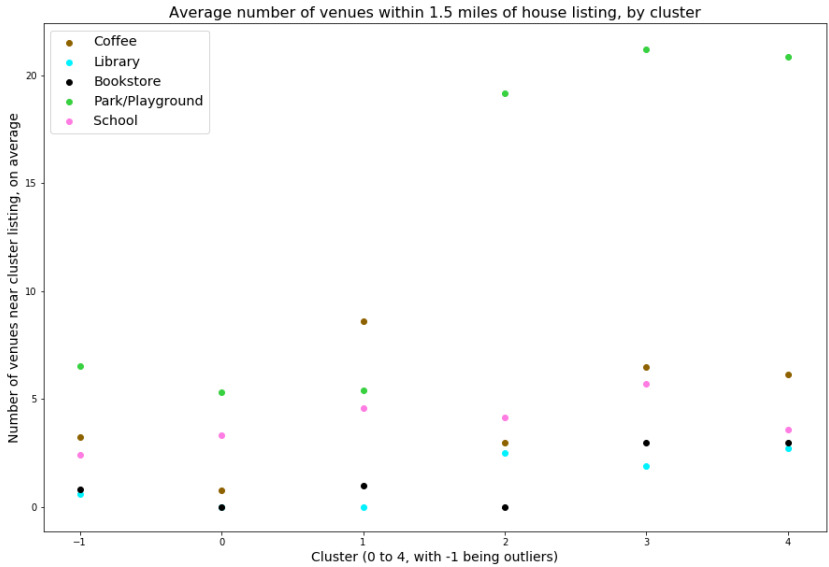
- Coffee shops
- Schools (pre/elementary/middle/high)
- Libraries
- Bookstores
- Parks/playgrounds

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- OPTICS found five main clusters of homes, in addition to a number of houses that did not fit into the natural clusters discovered.

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- A key distinguishing feaure between clusters 0 and 1, versus 2 through 4, is the number of parks nearby.

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- A key distinguishing feaure between clusters 0 and 1,
  versus 2 through 4, is the number of parks nearby.

- We included averages for the outliers; since these houses
  are somewhat dissimilar and spread around Eau Claire, one
  might interpret these averages as general/city-wide.

Average number of venues within 1.5 miles of house listing, by cluster

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- Cluster 1 has more coffee shops nearby than any other, on average, but is close to several highways and a mall, so many of the shops are chains.

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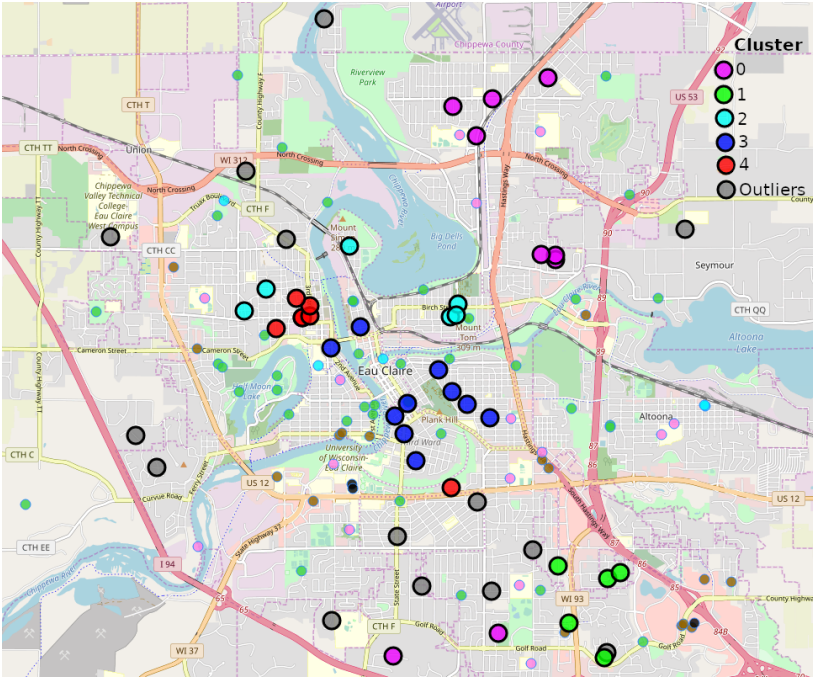
- Cluster 1 has more coffee shops nearby than any other, on average, but is close to several highways and a mall, so many of the shops are chains.

- Cluster 3 has many nearby parks, as well as many coffee shops and schools.

- Cluster is downtown or adjacent-to-downtown, close to the *Third Ward* neighborhood.

- Our professional contacts in the academic departments of University of Wisconsin indicate this is a popular choice of neighborhood for professors.

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- We are happy to continue providing comparative and clustering analysis of new listings.

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- We are happy to continue providing comparative and clustering analysis of new listings.

- Once you have decided on region(s) in Eau Claire that interests you, we can also help with comparative analysis of homes in the region(s).

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We will provide you with interactive versions of the maps from
this presentation, along with finer-detailed analysis of the
listings.

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Thank you for consulting with us!