DSO 510: Business Analytics
Elmer, Issac, Wayne

Topic:
Project 2 Analysis

Dataset Selection

County of Los Angeles
LACOUNTY.GOV

LA County Assessor Parcel Data

Secondary Dataset Selection

United States Census Bureau

REDFIN

[Census Variables Available (WIP)](#)

[Downloadable Housing Market Data - Redfin](#)

Goal & Variable Definition

Goal: Understand the value of a home based on the independent variables

Variables:
- Total Value / Home Sales
    - Dependent Variable
    - Data Type: Discrete (From look of data - ie no decimals)
    - Roll Total Value

- Number of Bedrooms
    - Independent Variable
    - Data Type: Discrete
    - Number of Bedrooms

- Number of Bathrooms
    - Independent Variable
    - Data Type: Discrete
    - Number of Bathrooms

Goal & Variable Definition Continued

Variables:
- Number of Units
    - Independent Variable
    - Data Type: Discrete
    - Total Number of Units

- Square Footage
    - Independent Variable
    - Data Type: Discrete
    - Total Square Footage

- Year Built
    - Independent Variable
    - Data Type: Discrete
    - Date that the home was built

Use Cases / Potential Analysis

Provide an analysis of LA County home values to a real estate company

Provide rough estimates of a homes value provided some info

Provide analysis of LA County home values based on city/region/zip code

Q&A (QUESTIONS & ANSWERS)

Questions?

Thank you!

Class Session	Topic: Readings and Class Discussions	Learning Objectives	Projects for Business Analytics	Project Assignments	Business Case Analyses and Exams
Session #1. Week of 1/9/24.	Strategy	♦ Understand foundational knowledge, skills, methods, tools, and resources for business analytics for a business' strategy ♦ Understand ideas, strategies, and approaches for how leading companies use business analytics for a business' strategy	♦ Project 1: Business goal is defined for all teams, and dataset is provided to all teams		
Session #2. Week of 1/16/24.	(continued)	(continued)	(continued)		
Session #3. Week of 1/23/24.	(continued)	(continued)	(continued)	Complete Project 1: Submit summary of business analytics and interpretations (no in-class presentation)	
Session #4. Week of 1/30/24.	Product Development	♦ Understand foundational knowledge, skills, methods, tools, and resources for business analytics for a business' product development ♦ Understand ideas, strategies, and approaches for how leading companies use business analytics for a business' product development	♦ Project 2: Each team defines their own business goals and selects their own dataset from preexisting sources	Complete Project 2, Phase 1: In-class presentation of business analytics proposal, data required, data analysis approach, and decision making and innovation framework	
Session #5.	(continued)	(continued)	(continued)	Complete Project 2, Phase 2: In-class presentation	

Links

Assessor Data

https://data.lacounty.gov/datasets/lacounty::assessor-parcel-data-rolls-2021-present/explore

Census Data

https://data.census.gov/profile/Los_Angeles_County,_California?g=050XX00US06037

https://data.census.gov/table/ACSDP1Y2022.DP04?g=050XX00US06037

Redfin

Downloadable Housing Market Data - Redfin

LA open data

https://data.lacity.org/