Marketing Security Services for the Asheville, NC
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Problem

A security firm in Asheville, NC is wanting to expand their business. They currently offer security system monitoring and in person security patrols. They have a limited budget for expansion and need to identify potential new clients with a focused process. They are also interested in potential new services that they could add to their business. The security firm has no expertise on how to do this, so they hire a marketing group that uses data science to guide their recommendations.

Background

Asheville, NC can be broken down into several neighborhoods. Some of these are residential and some are business. The business neighborhoods have a variety of business that range from offices to bars and restaurants. Most businesses have some type of security system. Alarms, cameras, night security and full-time security guards are examples. As in all cities some areas are more prone to crime than others. The higher crime areas are in greater need for security than the lower crime areas. Crime and business data will be combined and compared to create targeted marketing materials for security services.