Finding the Best City to Move to in The United States

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Introduction

▶ As a young professional on the job market, I have recently realized the huge discrepancy in housing prices for cities around the United States. Typically, the markets with the higher housing costs are also the markets with the higher salaries. I would like to filter through the data to find which cities I would best be able to buy a house. It is important to note that salary vs. housing cost is not the only factor considered to find the best cities to move to; happiness is probably the most important factor when looking for a place to move.

▶ The goal of this project is to build a notebook that helps the user rank potential places to live. The intended user is anyone who is looking to move to a city within the United States.

▶ Inherently, some very important factors will be left out of this analysis. For example, where family and friends live is not taken into account. The local school system is another major factor not considered in this analysis which many users would consider crucial.

Data

- **Zillow:**

  Smoothed, seasonally adjusted measure of the typical home value and market changes
  Typical value for homes within the 65th to 95th percentile range
  All single-family residences and for all homes with 1, 2, 3, 4 and 5+ bedrooms

  Download can be found at https://www.zillow.com/research/data/

- **U.S. Bureau of Economic Analysis:**

  Income data is counted per person over 18 years old
  Income that people get from wages, proprietors' income, dividends, interest, rents, and government benefits
  A person's income is counted in the county, metropolitan statistical area, or other area where they live, even if they work elsewhere.

  Download can be found at https://www.bea.gov/data/income-saving/personal-income-county-metro-and-other-areas
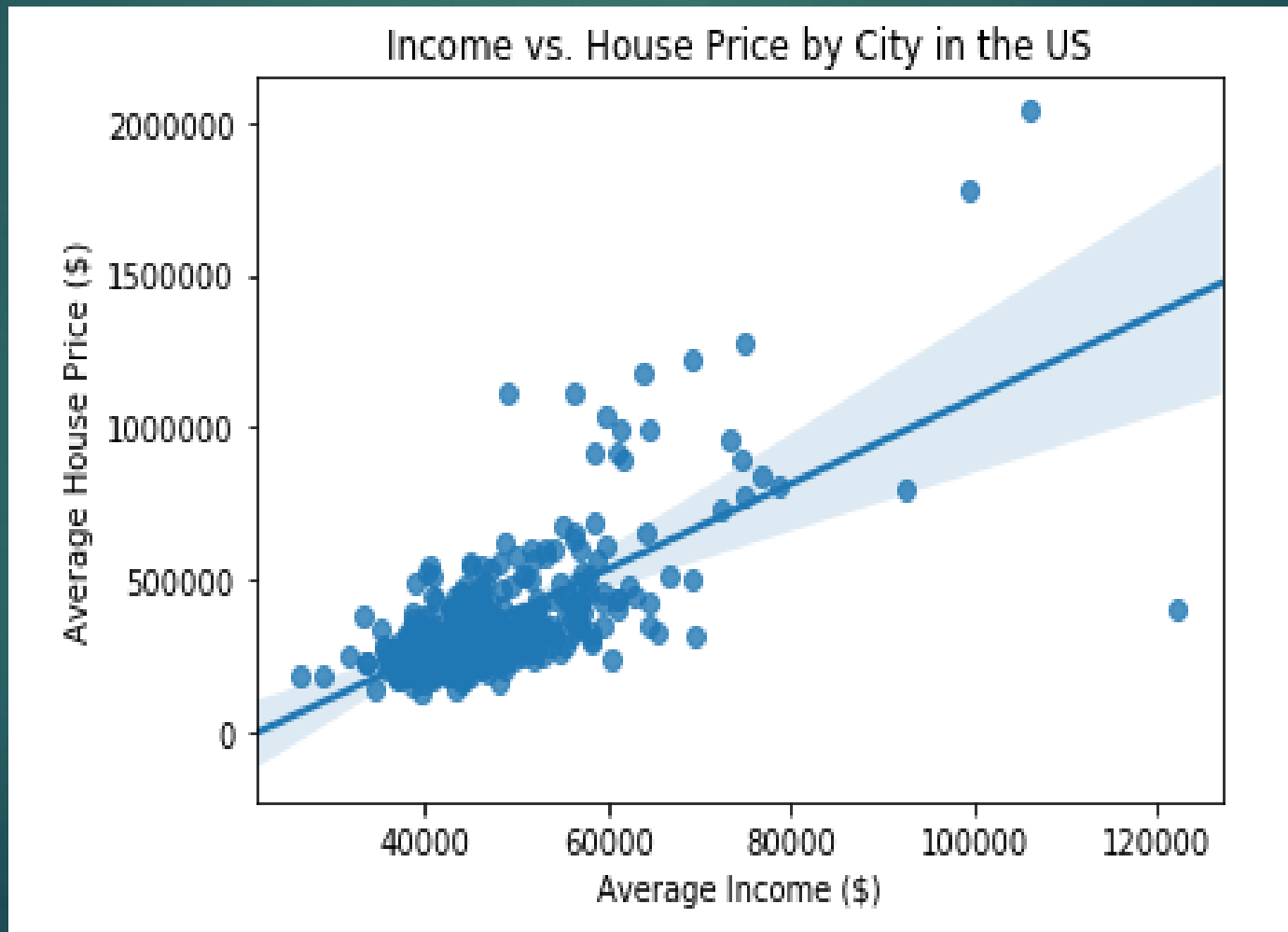
- **Foursquare:**

  Data is pulled from Foursquare to better understand cities

  The number of venues in a city is taken in a 5 mile radius from city center

Cities Considered
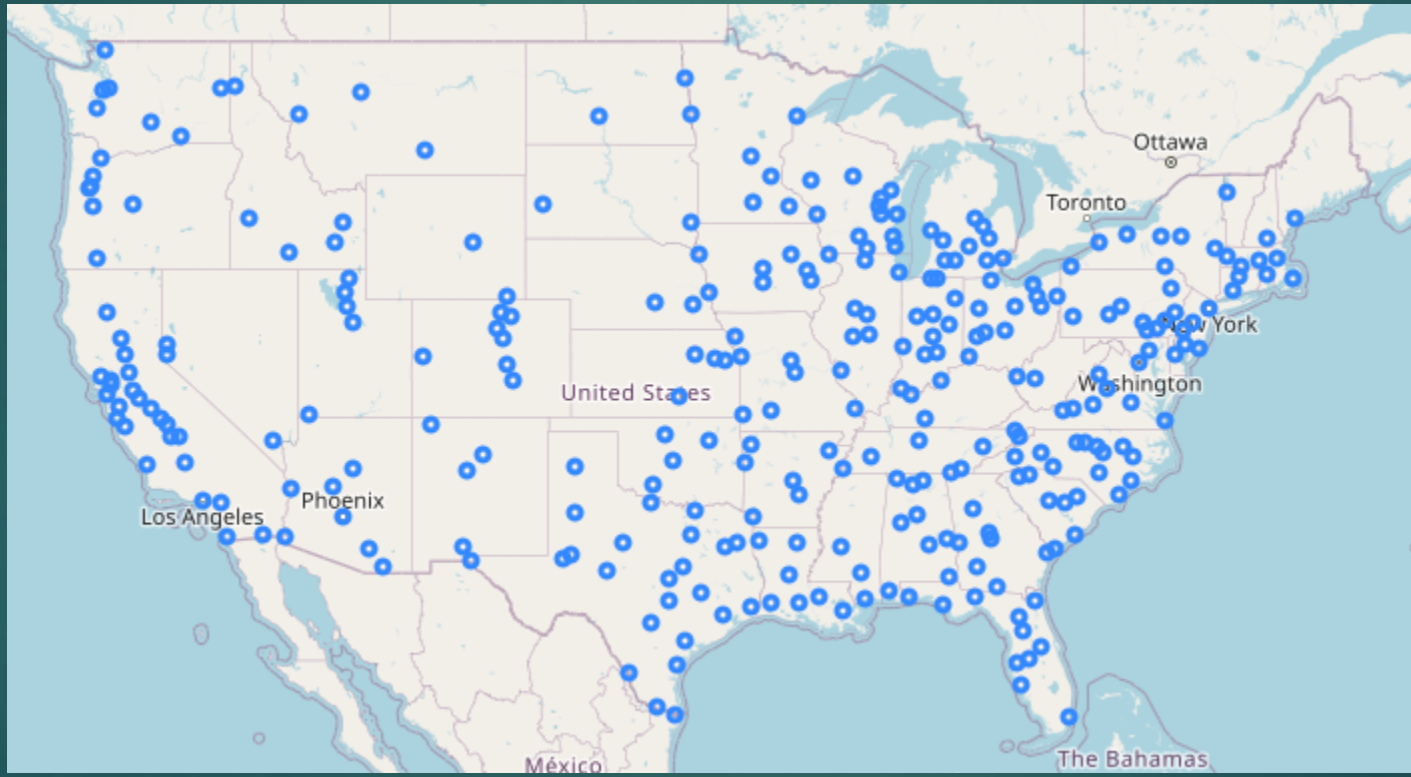
Income vs Housing Price by City

Purchasing Power in Cities

Highest Purchasing Power

	City	State
0	Midland	TX
1	Philadelphia	PA
2	Chicago	IL
3	Houston	TX
4	Richmond	VA
5	Rochester	MN
6	Bismarck	ND
7	Minneapolis	MN
8	Manchester	NH
9	Lancaster	PA

Lowest Purchasing Power

	City	State
0	Kahului	HI
1	Salinas	CA
2	San Jose	CA
3	Los Angeles	CA
4	San Francisco	CA
5	Santa Cruz	CA
6	Urban Honolulu	HI
7	Napa	CA
8	San Diego	CA
9	San Luis Obispo	CA

Most Entertaining Cities

City	State	Price	Income	Latitude	Longitude	venues
Portland	OR	604574	56991	45.523062	-122.676482	1.310913
San Diego	CA	990231	61386	32.715738	-117.161084	1.292210
Nashville	TN	466126	57953	36.162664	-86.781602	1.273508
Charleston	SC	518133	50958	32.776475	-79.931051	1.273508
Seattle	WA	890430	74620	47.606209	-122.332071	1.273508
Detroit	MI	333691	53086	42.331427	-83.045754	1.254805
New Orleans	LA	335342	52431	29.951066	-90.071532	1.254805
Riverside	CA	547393	40486	33.953349	-117.396156	1.254805
Reno	NV	609448	59639	39.529633	-119.813803	1.254805
Houston	TX	373883	56077	29.760427	-95.369803	1.254805
New York	NY	841231	76681	40.712784	-74.005941	1.236103
San Francisco	CA	1779899	99424	37.774929	-122.419415	1.236103
Austin	TX	573008	58773	30.267153	-97.743061	1.236103
Miami	FL	520652	57228	25.761680	-80.191790	1.236103
Raleigh	NC	449177	55045	35.779590	-78.638179	1.236103
Little Rock	AR	259168	45512	34.746481	-92.289595	1.217400
Cincinnati	OH	317584	54176	39.103118	-84.512020	1.217400
Minneapolis	MN	443157	62889	44.977753	-93.265011	1.198697
Albuquerque	NM	336552	42536	35.085334	-106.605553	1.198697
Philadelphia	PA	421245	64440	39.952584	-75.165222	1.198697
Denver	CO	651878	64287	39.739236	-104.990251	1.198697
San Antonio	TX	342171	46995	29.424122	-98.493628	1.198697
Cleveland	OH	283692	53738	41.499320	-81.694361	1.179995
Charlotte	NC	407311	52176	35.227087	-80.843127	1.179995

Affordability vs Entertainment by City
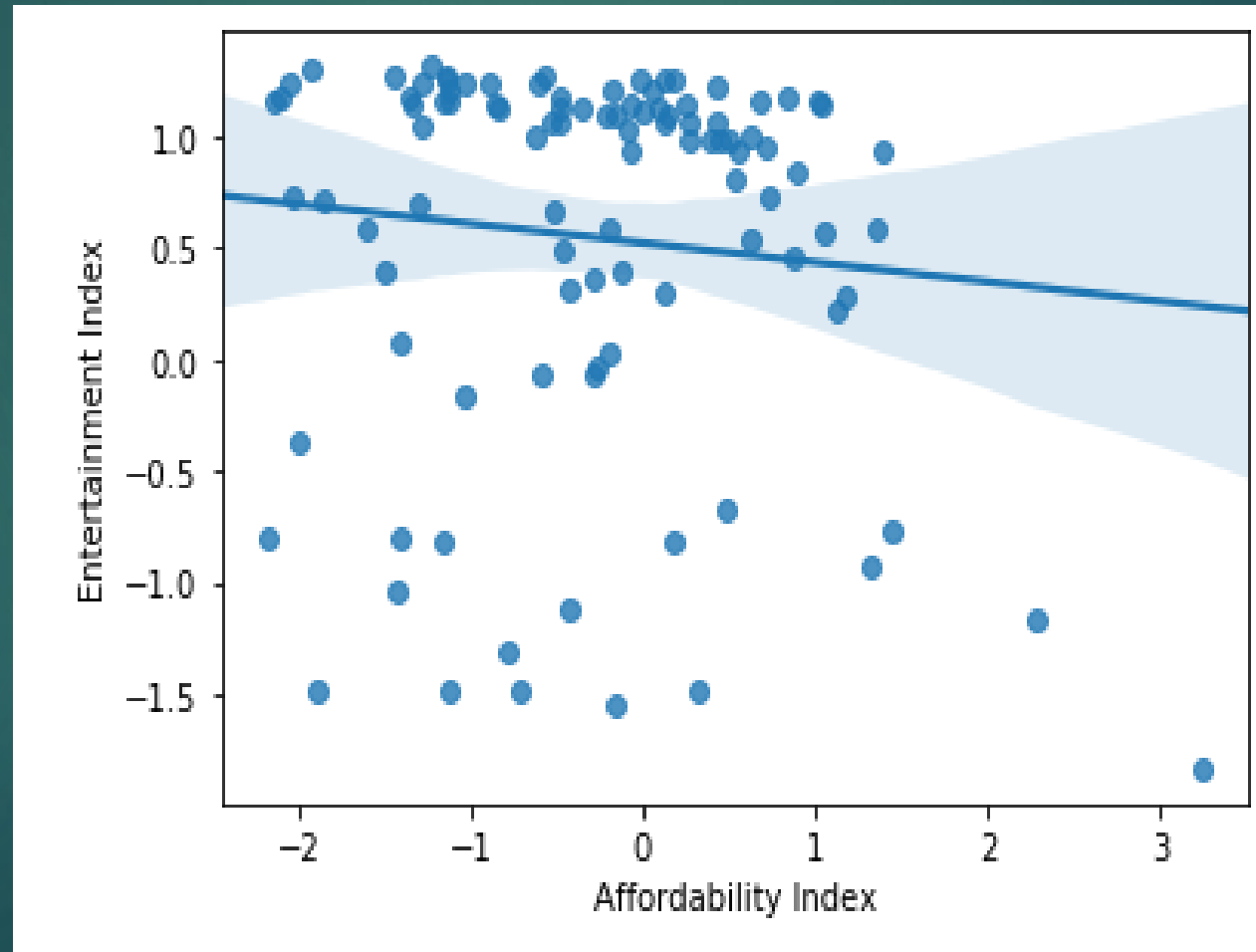
And the winner is…

HOUSTON, TX