

Business problem

Public schools ratings is one of the main concern for home buyers. Most parents consider schools ratings in their house search and prefer to buy a house in neighborhoods which are part of good school districts. Real estate investors, on the other hand, believe that schools with higher ratings positively impact the house pricing, rental opportunity, and revenue generation.

In the city of Durham in North Carolina, there has been always a concern that schools with good or rankings are not many which makes the first time home buyers to compete with real estate investors for houses in school districts with better schools. Unfortunately, many first time home buyers have been forced out of the market recently because they are usually priced out by real estate investors and they eventually stop their house searching as they are not aware of either other good schools or other points of interests nearby them.

Our client is non-profit house counseling organization who helps first time home buyers. This organization is interested in providing insightful information to home buyers about schools and other points of interest such as malls, shops, restaurants etc. nearby each school for buyer who have the school concern so that they have a better understanding of available options and make an informed decision. So home buyers see where not only the better schools are located, but also the other point of interests nearby schools. **So the business problem is: Where are the schools located in city of Durham and what are their ratings and popular venues nearby them?**