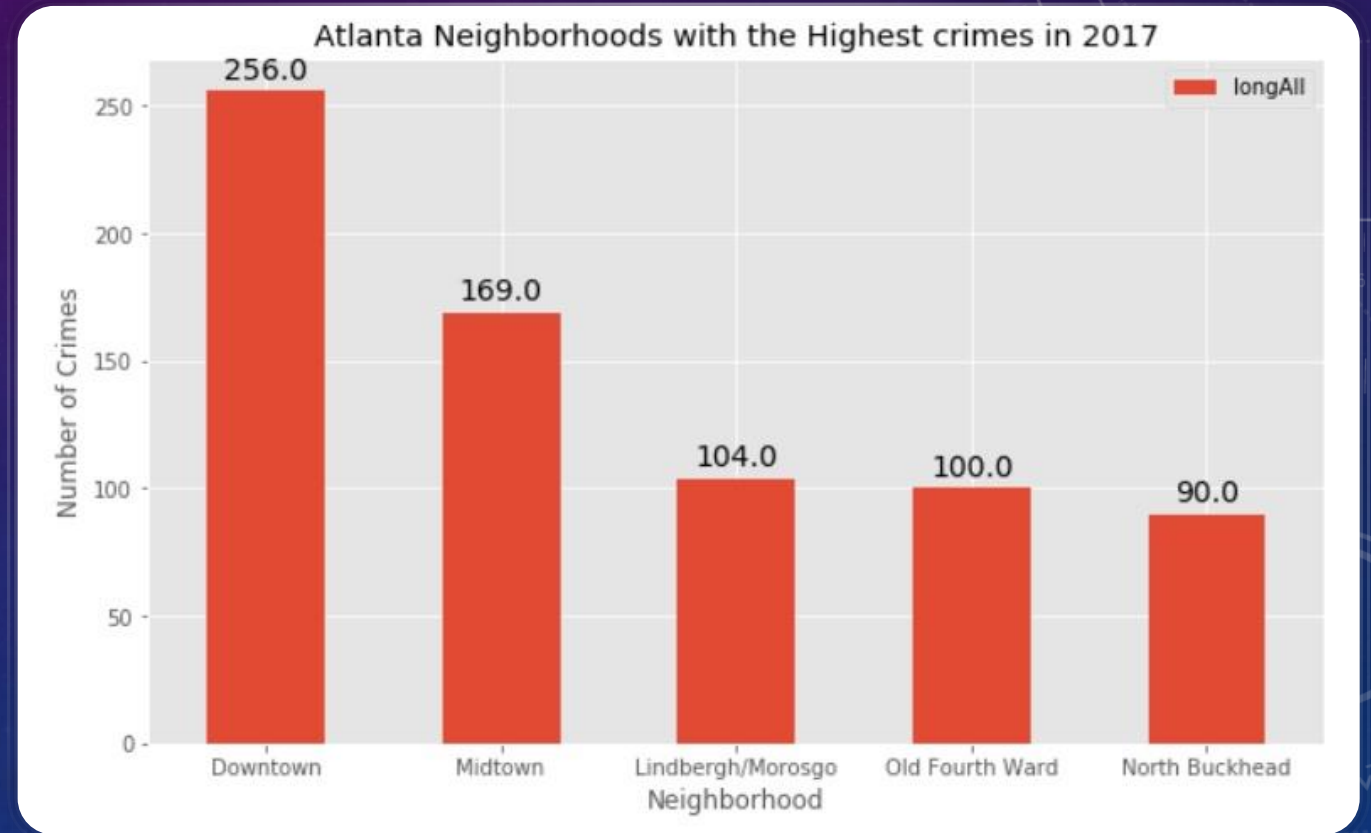


The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on this are several faint, light blue circular elements. These include concentric circles, some with dashed lines, and others with solid lines. Some of these circles have small arrows indicating a clockwise direction. Additionally, there are several circular arcs with numerical labels: '40', '150', '160', '170', '180', '190', '200', '220', '230', '240', '250', and '260'. These numbers are arranged in a way that suggests a circular scale or a series of data points.

THE BATTLE OF THE NEIGHBORHOODS - ATLANTA

CRIME DATA ANALYSIS OF MIDTOWN

- MIDTOWN HAS THE SECOND HIGHEST CRIME RATE ONLY BEHIND DOWNTOWN ATLANTA.

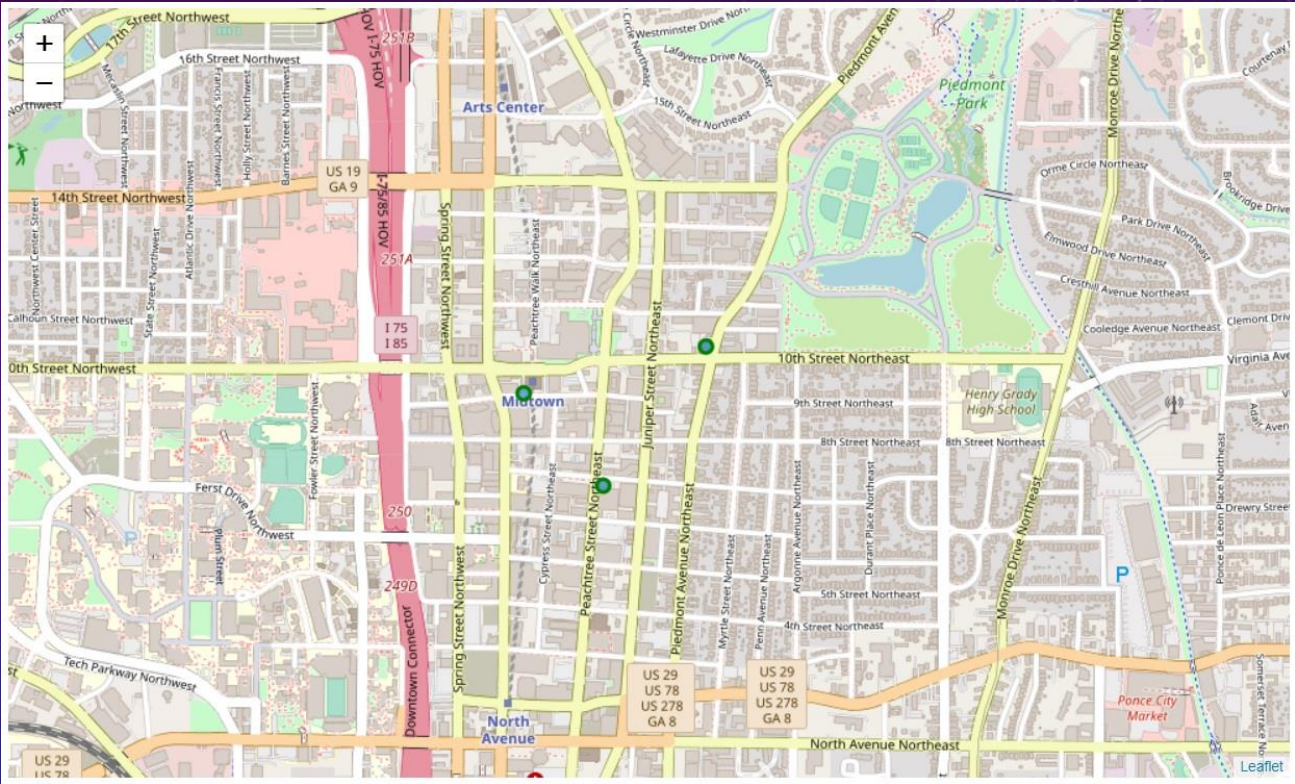


- **LARCENY FROM VEHICLES BEING THE LARGEST PORTION OF CRIMES. THIS MAY SUGGEST A NEED FOR A LOCATION WITH A SECURED PARKING LOT, POSSIBLY WITH SECURITY, TO LESSEN THE LIKELYHOOD OF THIS AFFECTING CUSTOMERS.**

IF CUSTOMERS FEEL THAT THEY OR THEIR PROPERTY IS SAFE, THE WILL LIKELY STAY LONGER.

	neighborhood	latAGG ASSAULT	latAUTO THEFT	latBURGLARY- NONRES	latBURGLARY- RESIDENCE	latHOMICIDE	latLARCENY- FROM VEHICLE	latLARCENY- NON VEHICLE	latRAPE	latROBBERY- COMMERCIAL	..
63	Downtown	17	13	4	4	3	126	74	3	1	..
117	Midtown	3	20	7	9	0	77	45	0	2	..
107	Lindbergh/Morosgo	0	8	1	10	0	24	54	1	0	..
129	Old Fourth Ward	1	6	3	11	0	39	29	0	0	..
125	North Buckhead	1	8	5	3	0	34	38	1	0	..

- ALL THE COMPETITOR COFFEE SHOPS HAVE A RATING OF ABOUT 8.0 AND ABOVE WITH "DANCING GOATS COFFEE BAR" HAVING THE HIGHEST RATING WITH AN 8.7. THIS CAN POSSIBLY SIGNAL THAT THESE VENUES PRODUCE HIGH CUSTOMER SATISFACTION AND THUS CUSTOMER LOYALTY MAY BE HIGH TO THOSE BRANDS. THIS SHOULD BE TAKEN INTO ACCOUNT WHEN CHOOSING THE EXACT LOCATION OF THE NEW COFFEE SHOP. WE HAVE MAPPED THE EXISTING COFFEE SHOP LOCATIONS FOR REFERENCE.



	name	categories	lat	lng	id
23	Dancing Goats Coffee Bar	Coffee Shop	33.780810	-84.386653	588e77fc5e7896466a8dc683
24	Caribou Coffee	Coffee Shop	33.782122	-84.380645	4a030291f964a52079711fe3
49	Starbucks Reserve	Coffee Shop	33.778309	-84.384070	572b3747cd105068db04c740

CONCLUSION

- **We have performed a general analysis of the neighborhood of Midtown in Atlanta, GA and have presented our findings and some of the potential risks that should be considered when choosing a location to establish the franchise. Once the owners have reviewed this analysis and pinpointed an exact location in Midtown, we can further dive into crime concentrations, this is highly recommended. We have included a map plot of criminal activities within the Midtown neighborhood to aid in this process.**