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The Battle of the Neighborhoods: Sunshine State

The Business Problem



FLORIDA, ALSO KNOWN AS THE SUNSHINE STATE, IS THE THIRD MOST POPULOUS STATE IN THE UNITED STATES, WITH A POPULATION OVER 21 MILLION



THIS STUDY IS BEING CONDUCTED IN ORDER TO ASSIST A GROUP OF INVESTORS IN DETERMINING WHICH FLORIDA CITY, ORLANDO OR JACKSONVILLE, WOULD BE BEST SUITED FOR THEIR BUSINESS.

Orlando vs Jacksonville

Orlando

attracts tourist through attractions, such as Walt Disney World and Universal Studios

popular location for conferences and conventions

Jacksonville

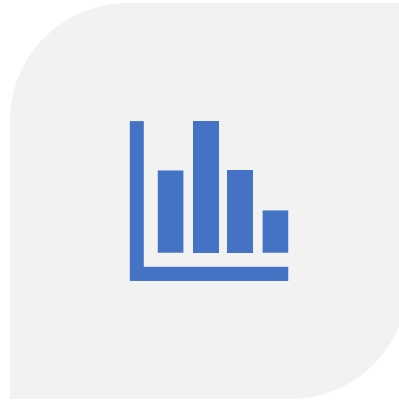
the most populous municipality in Florida

attracts tourist with its beautiful beaches along the Atlantic Coast, as well as golf tourism.

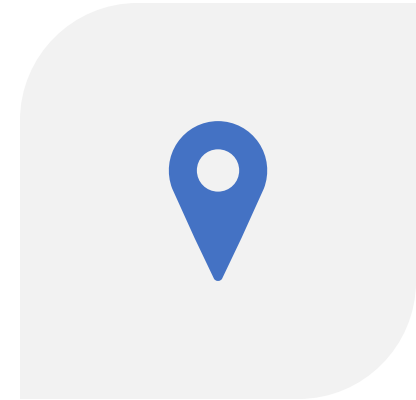
We will consider the following factors in our decision:



POPULATION SIZE



CRIME STATISTICS



OTHER VENUES IN
THE AREA



Data Sources

✓ [Florida Department of Law Enforcement](#)

- Population
- Crime statistics

✓ *Geocoder package*

- used to identify the geographic coordinates of the two cities.

✓ [Foursquare](#) API

- data on current venues in area
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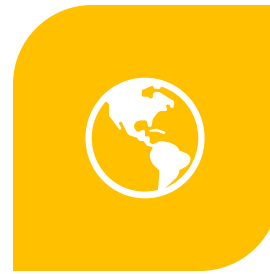
Exploratory Data Analysis



POPULATION
SIZE



CRIME RATE



LOCATION



VENUES

Results

Population size:

- Jacksonville: 926,315
- Orlando: 291,800

Crime Rate:

- Jacksonville: 3,883.6 per 100,000 population
- Orlando: 5,571.3 per 100,000 population

Other venues in the area:

- Jacksonville FL had a larger amount of venues

CONCLUSION





Jacksonville, FL

Jacksonville's larger population size gives the potential investors a large range of potential customers. Jacksonville also has a significantly lower crime rate per 100,000 population. The larger number of venues in Jacksonville in comparison to Orlando may have been a deterrent if it hadn't been for Jacksonville's larger population, with that in consideration, Jacksonville being three times as larger, Orlando would still have a larger number of venues per person.
