



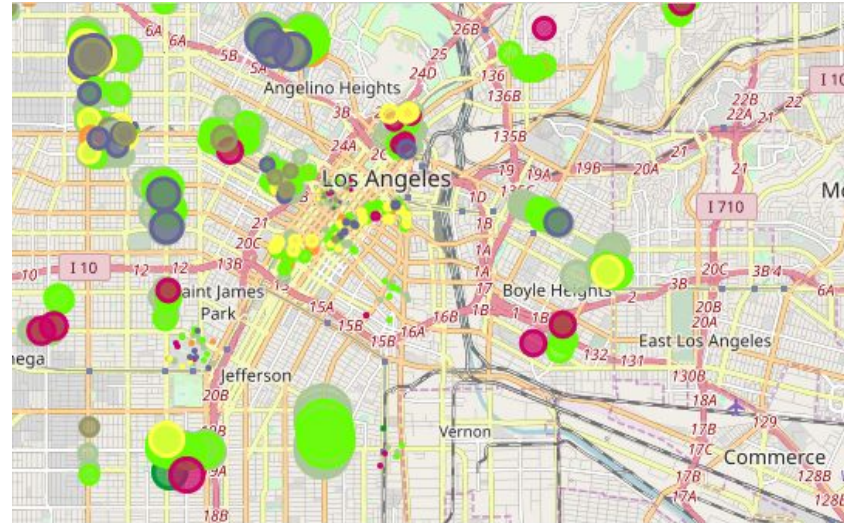
# **Finding a business opportunity into Los Angeles City, California at 2019 Analyzing population and active business by zip code.**

Using a Inference Model

# Exploratory Data Analysis

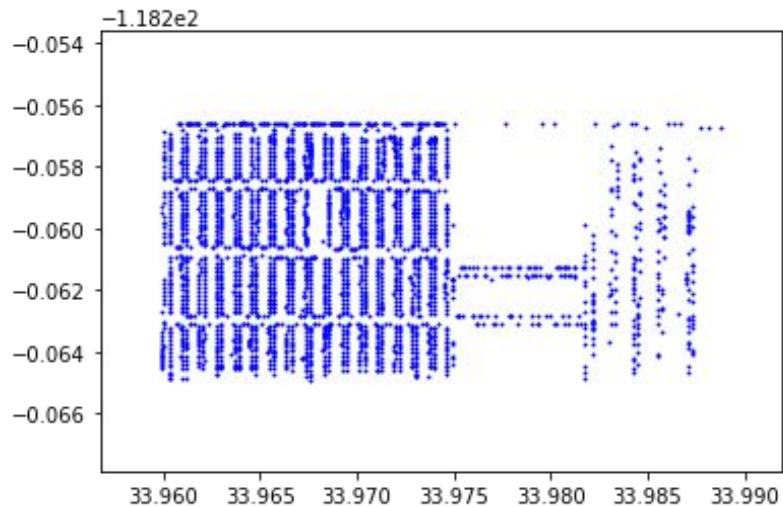
The information used in this document is about the relation between population and existing venues, so according to the zip code, its population the model are going to find the top 10 venues that are under the “optimal”, knowing that its optimal value is a inference about the data explored.

Map plot for LA downtown. The size of the circle represents the population quantity by zip code

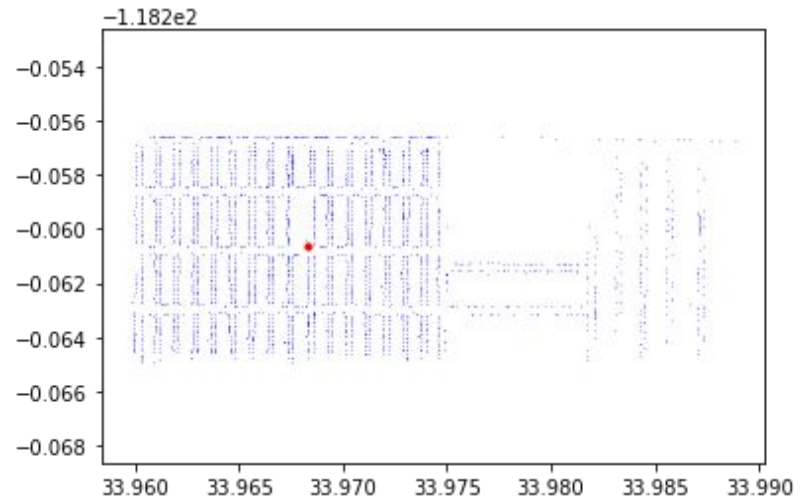


# Understanding Zip Code area

Zip Code 90001

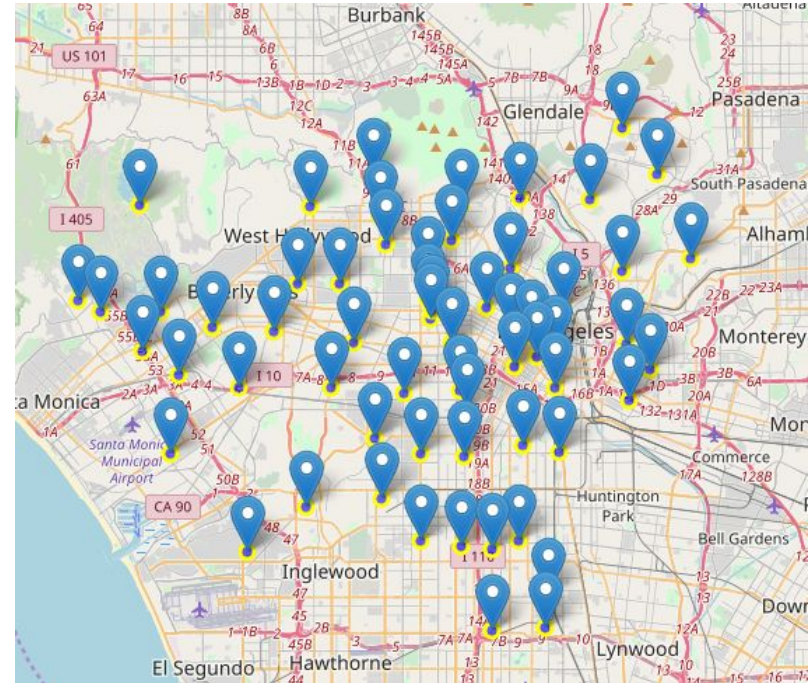


Center of Zip Code 90001



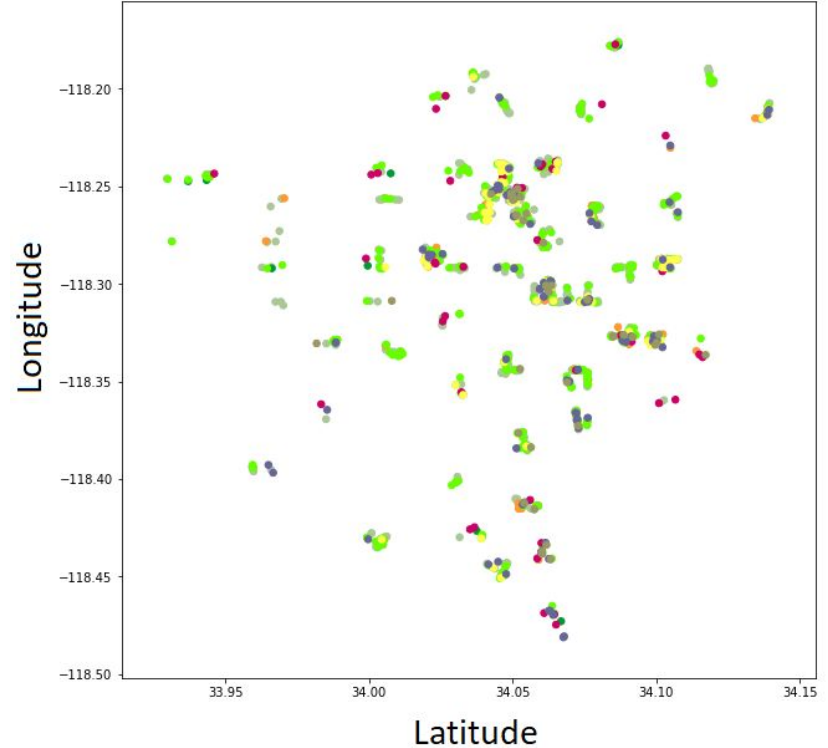
# LA city Zip Codes

This map shows how zip codes centers are distributed into the map.

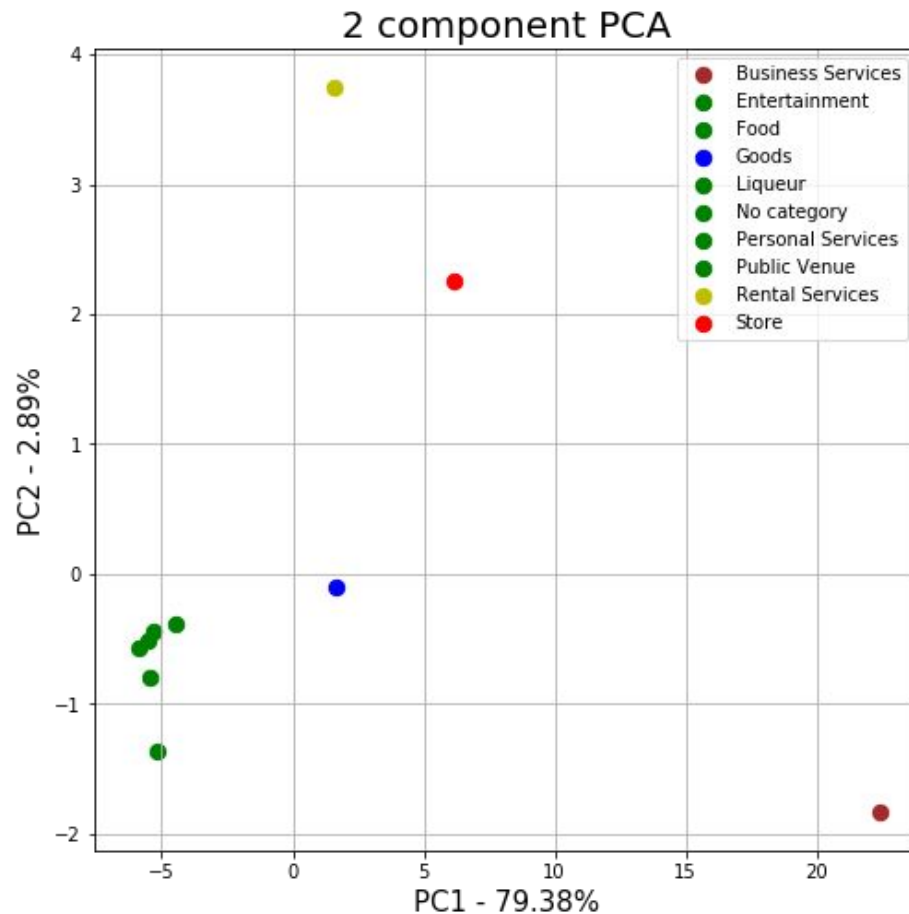
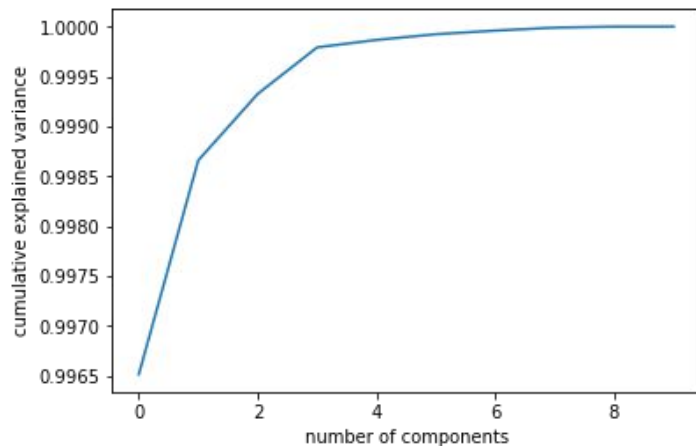


# Business Distribution.

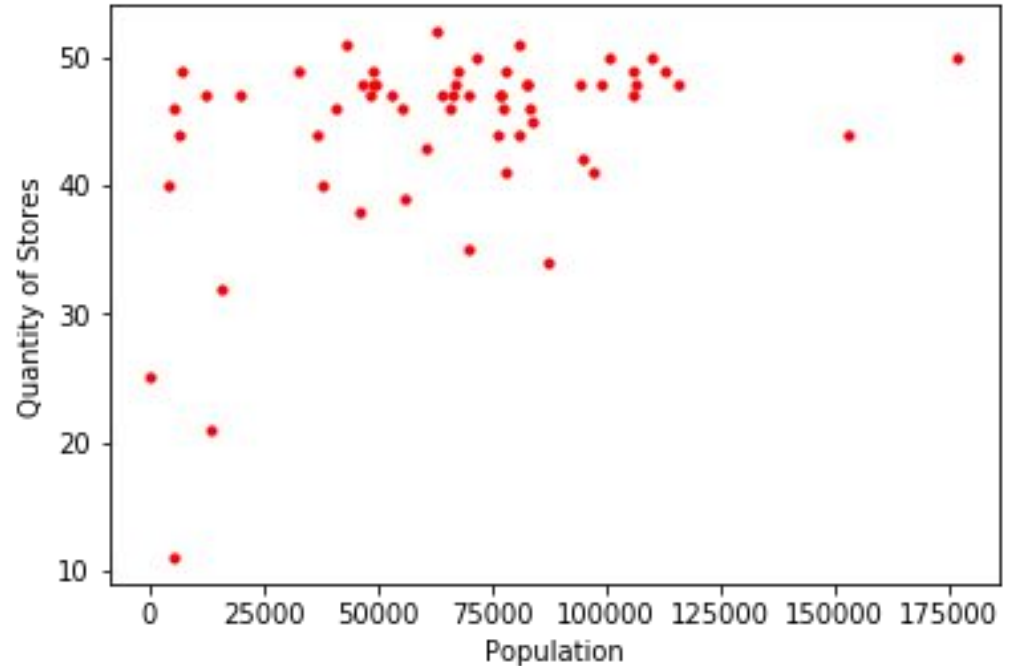
This map shows how zip codes centers are distributed into the map and how categories are present around all area.



# Understanding Primary Categories as Clusters.



# Relation between Population and Business quantity.





## Conclusion.

In order to know what zip code contains the better opportunity for opening a new business is a well option **used zip codes within more than twenty five thousands of habitants** and use the **third quartile of each category as reference**, so all zip codes that contains less that reference quantity could be a well point to start a **Market Analysis**.