

# **An Exploratory Analysis of Venues in Cabarrus County, NC - A Charlotte Metropolitan Suburb**

## **----Venues Comparison for 2 Popular Zip Code Areas in the City of Concord**

**Fuxia Jin**

**January 1, 2021**

### **1. Abstract**

This project was to help people who are relocating to the Charlotte, North Carolina metro area to have a glimpse of its suburb area. Secondly, it's also meant to help corporate HR and hiring managers for an introduction of the area to the talents that they are trying to relocate or recruit to their operations in the Charlotte metro area. Exploratory analysis of venues data from Foursquare.com was performed to compare two zip code areas of the neighboring city Concord. Zip code area 28027 was shown to have 4 times more venue categories and venue counts than zip code area 28025. Both zip code areas have a wide variety of venues especially places to eat: fast foods, restaurants, and pizza places. The results are expected to help relocators to decide on which area to settle down in complementary to other data such as housing price, schools, ethnic composition, traffic, and crimes rate etc.

### **2. Introduction**

#### **2.1. Background**

Charlotte, North Carolina was ranked among the country's fastest growing metro areas in the past 15 years or so [1]. It is home to some of the biggest financial institutions in the country including Bank of America, Wells Fargo, CapitalOne and Truist Financial. It also boasts the presence of such national attractions as the Carolina Panthers (NFL), the Charlotte Hornets (NBA), US National Whitewater Center, Charlotte Motor Speed Way/NASCAR All-Star Races, etc. According to the US Census Bureau 2019, the Charlotte-Concord-Gastonia Metropolitan area has a population around 2.6 million. Data presented by bizjournals.com indicated an average of 120 new people moving to this region every day [2].

Concord is the county seat and the largest city in Cabarrus County [3]. In terms of population, the city of Concord is the second-largest city in the Charlotte metropolitan area and is the 10th most populous city in North Carolina.

In recent years, an increasing number of companies are relocating headquarters or move operations in this area bringing in more jobs and more people. This area is bustling for years to come.

#### **2.2. Problem**

When companies try to relocate their employees to Charlotte area, they need to make a pitch about the benefits of relocation to this area and help the employees to learn about the area so that the top talents could be attracted to work for them in the new location. When families relocate, they typically try to find a suitable suburban area to buy a house, send kids to schools, enjoy after-work life and mingle with family or friends at the nearby venues. It is most helpful for HR, hiring managers or the relocation

assistants in the company to be equipped with knowledge about the surrounding areas when they talk to potential candidates when they try to relocate them to Charlotte area. Naturally people wanted to learn about eateries, venues in the suburbs where they may consider buy or rent residence.

### **2.3. Interest**

Due to its proximity to uptown Charlotte, affordable housing price, excellent schools, the city of Concord in the Cabarrus County is naturally a hot spot for relocators to shop for a place to live or hang out after work, on weekends or holidays. Some guide on venues will definitely come in handy to attract visitors or new residents. Hence exploratory venue data analysis from geo-location websites such as foursquare.com is necessary to serve such purpose.