

# WhereSIOUS - San Diego

## Where Should I Open Up Shop?

Jeffrey Silverman



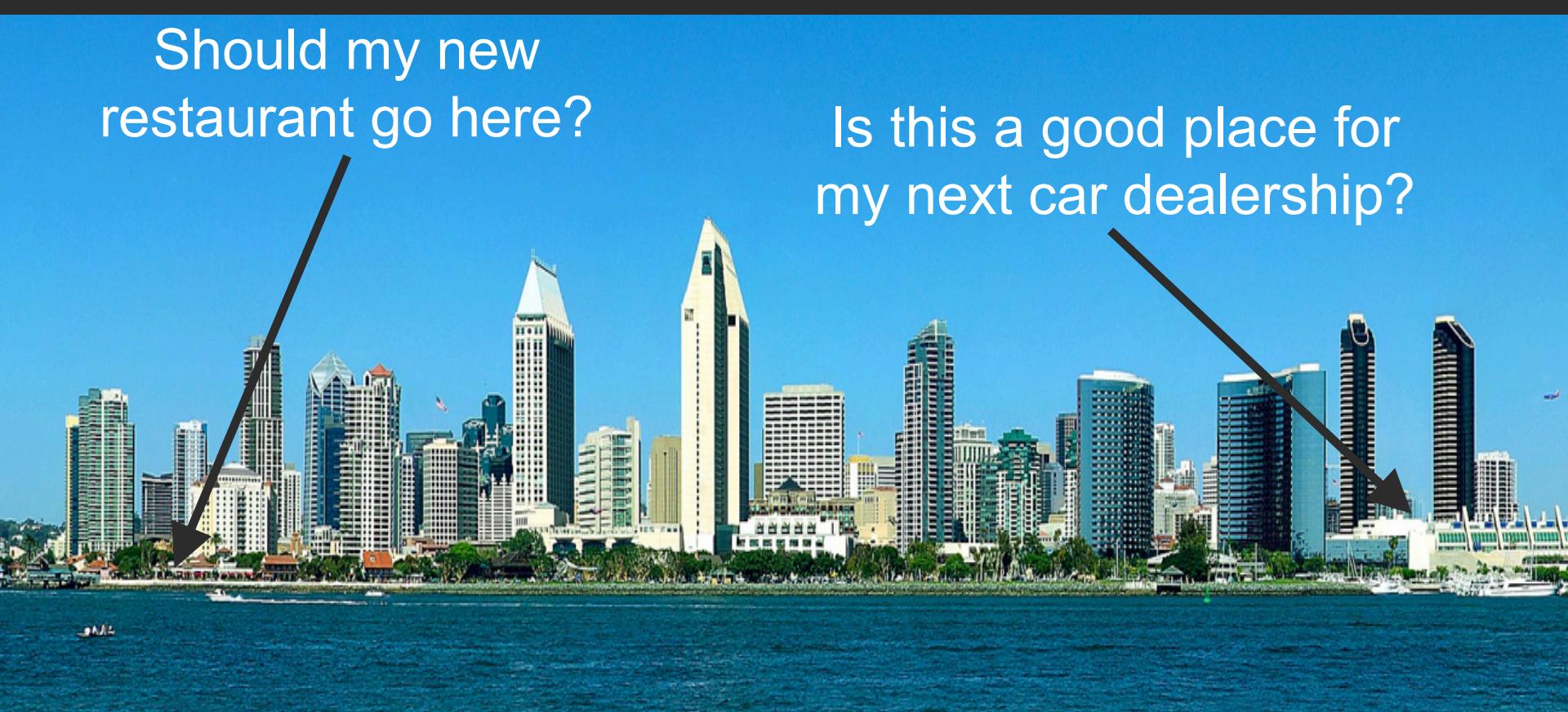
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## Where Should I Open Up Shop?

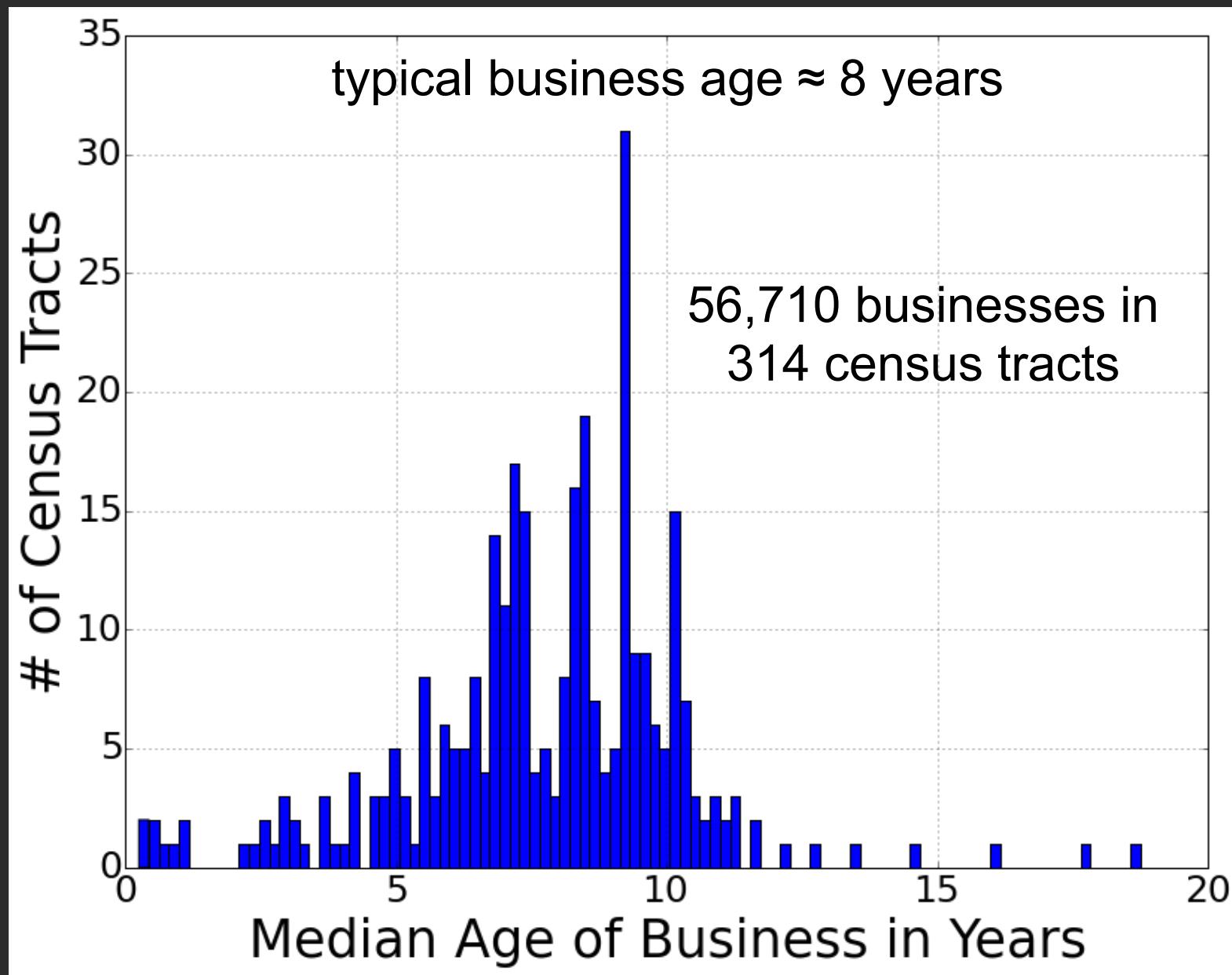
Jeffrey Silverman

Should my new  
restaurant go here?

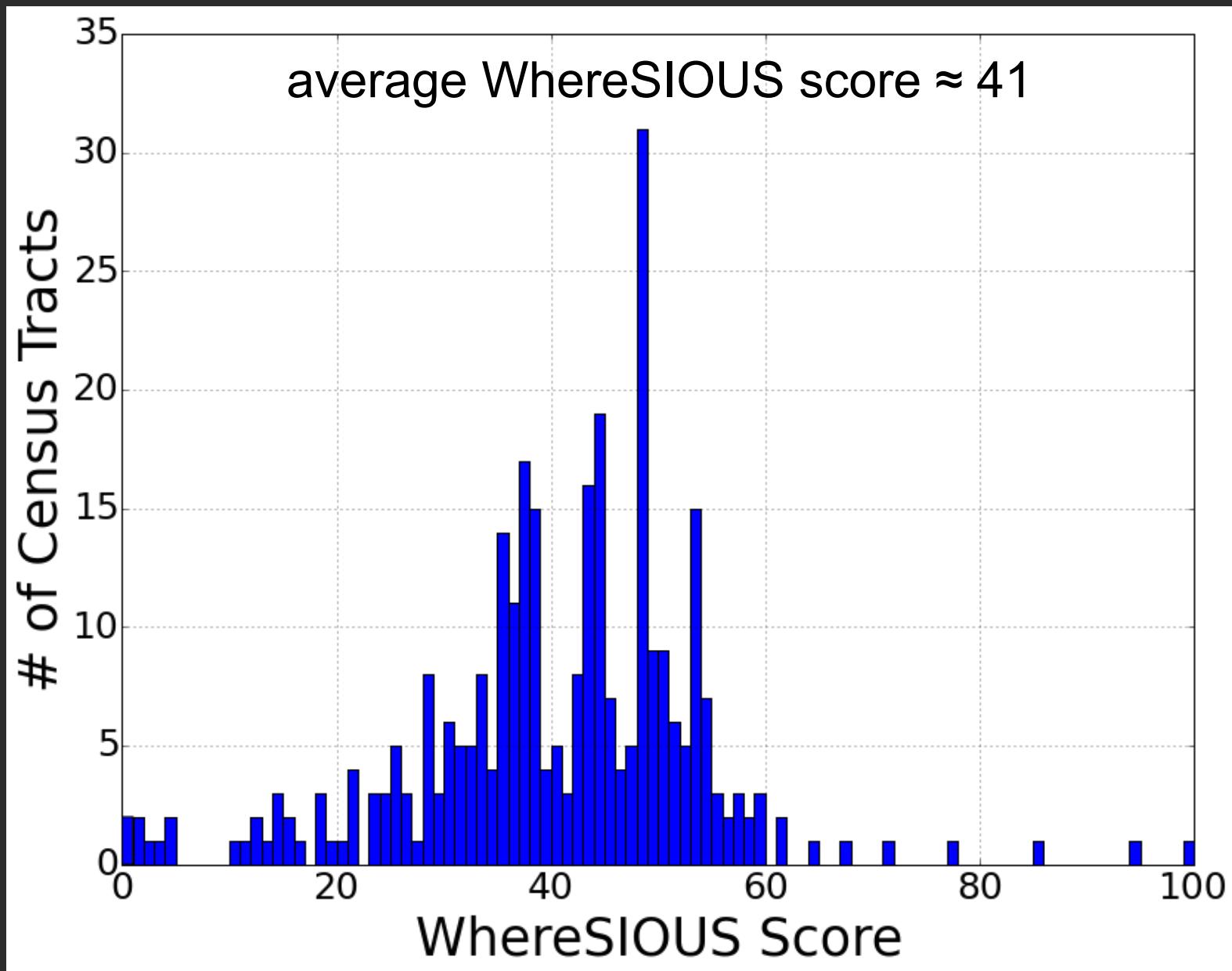
Is this a good place for  
my next car dealership?



# Longevity == Business Success



# Longevity → “WhereSIOUS Score”



# From Data to WhereSIOUS Score



population,  
housing, income, &  
employment data,  
census tracts

describe each  
census tract &  
their businesses

SD business age  
& location, type of  
business



# From Data to WhereSIOUS Score



population,  
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employment data,  
census tracts

linear regression with  
input data & calculated  
WhereSIOUS scores

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linear regression with  
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describe each  
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predict  
WhereSIOUS  
score for each  
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SD business age  
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SD business age  
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linear regression with  
input data & calculated  
WhereSIOUS scores

predict  
WhereSIOUS  
score for each  
census tract

output WhereSIOUS  
score for a given  
census tract



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describe each  
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SD business age  
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business

linear regression with  
input data & calculated  
WhereSIOUS scores

user enters an  
address (& optional  
business type)

predict  
WhereSIOUS  
score for each  
census tract

convert  
address to  
census tract

output WhereSIOUS  
score for a given  
census tract



# From Data to WhereSIOUS Score



population,  
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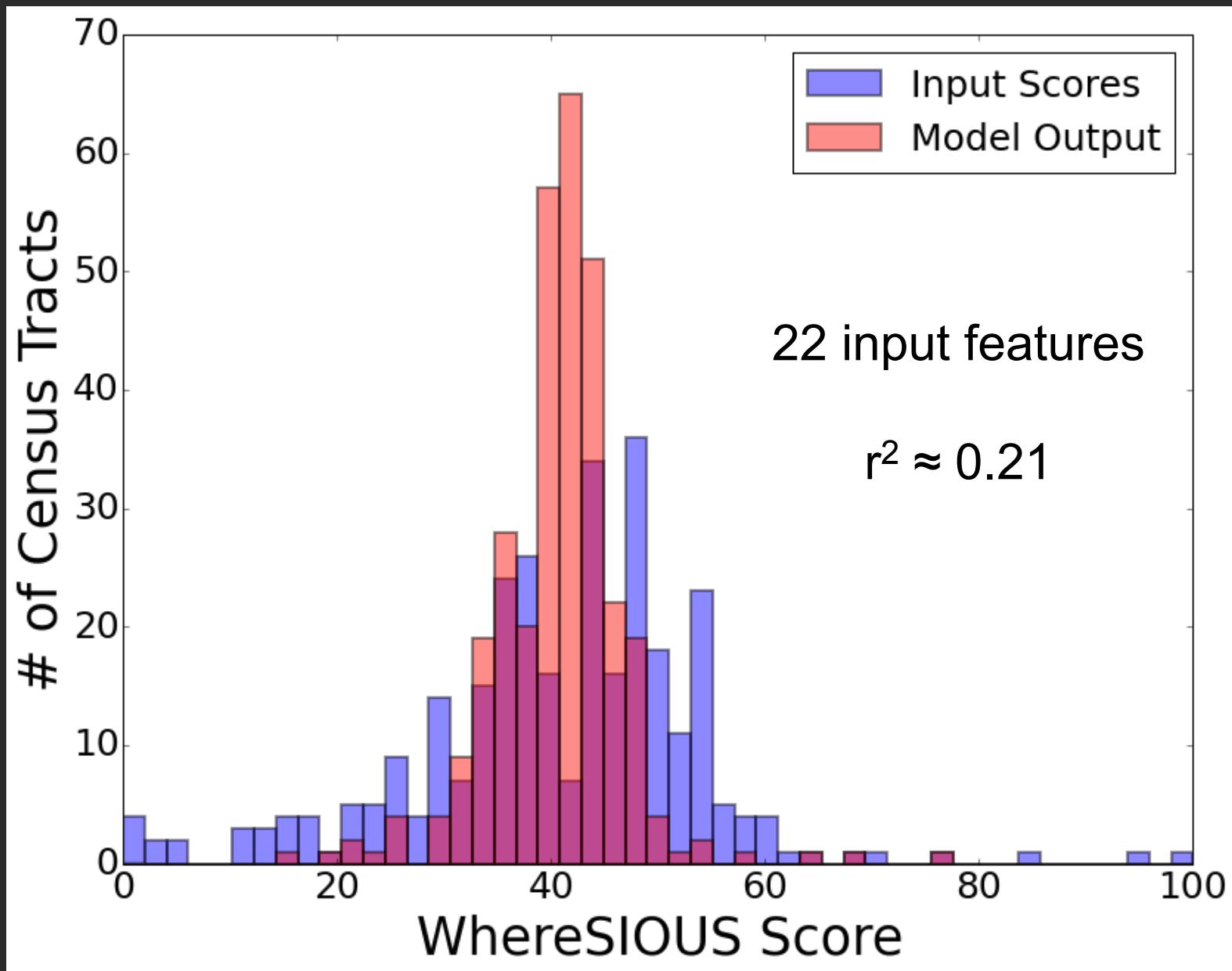
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output WhereSIOUS  
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census tract

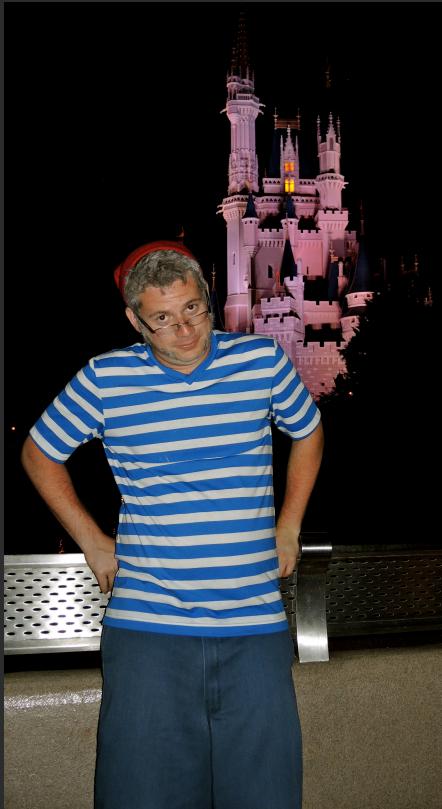
predict  
WhereSIOUS  
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website!

# Input Scores vs. Model Output



# Jeffrey Silverman



# Census Tracts

