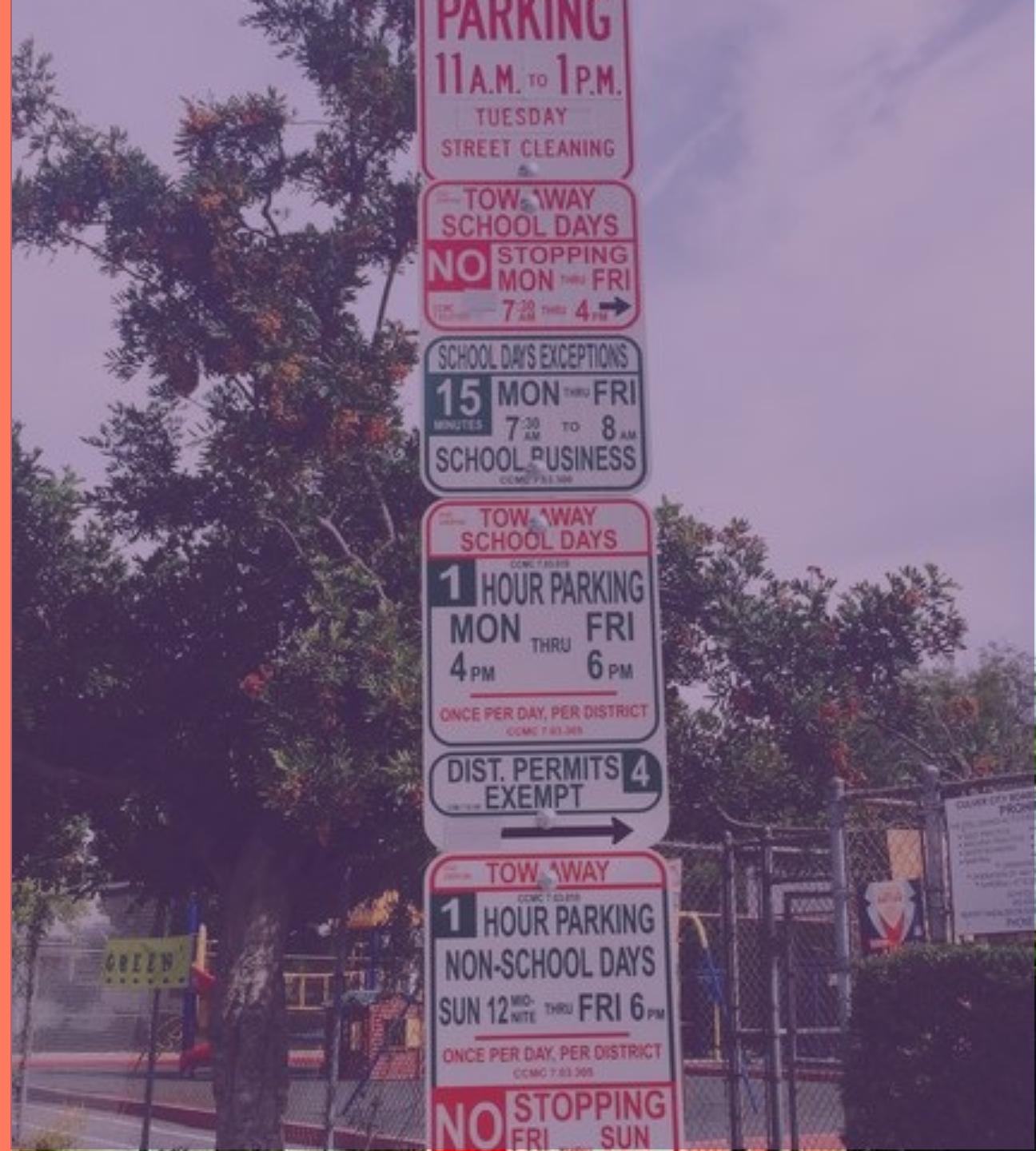


CALIFORNIA DREAMING of PARKING: Analysis of Los Angeles Parking Citations

Katherine Bell
July 2019





Question:

Are you equally likely to get a parking ticket anywhere in LA on any day

Methodology

01

DATA

Most recent week of parking citations issued combined with Census data

02

PROCESSING

Cleaning and enhancing source data

03

ANALYSIS

Performing Poisson Regression and model testing

04

INSIGHTS

Summarizing results and plans for future work

TOOLS



Poisson



GoogleMaps API

US Census

DataLA



seaborn



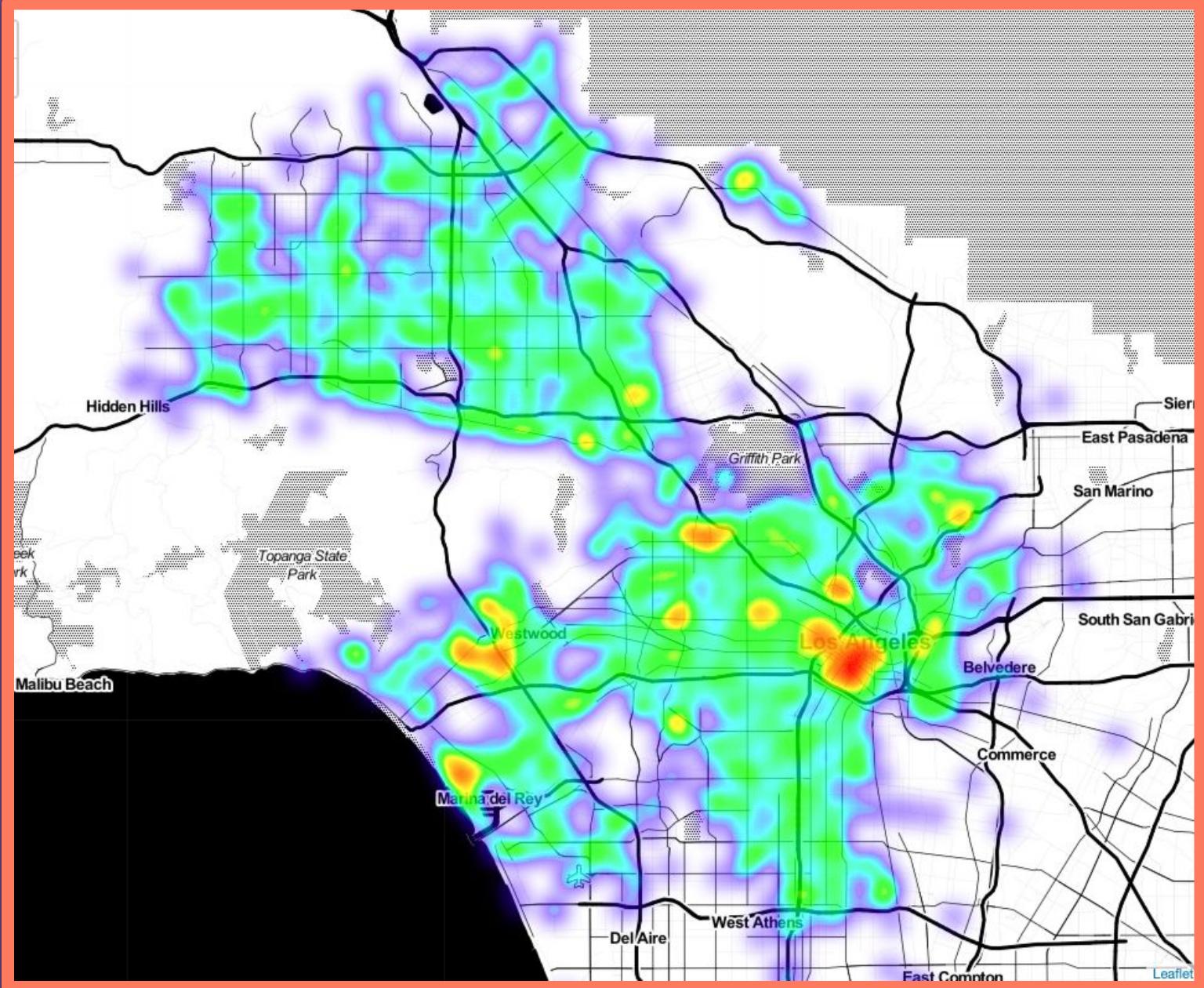
python

folium

pandas

statsmodel

TICKET DENSITY





DAY OF WEEK



SOCIAL



ECONOMIC

FEATURE
SET

MODEL

TRAIN/TEST SPLIT & FEATURE TESTING

	RMSE
Model 1:	74.5244
Model 2:	74.4503
Model 3:	79.1534
Model 4:	73.7622
Final Test:	69.7377

- **WEEKDAY - WEEKEND DIFFERENCE**

Weekends are positively correlated with the instance of tickets, conversely Weekdays are negatively correlated.

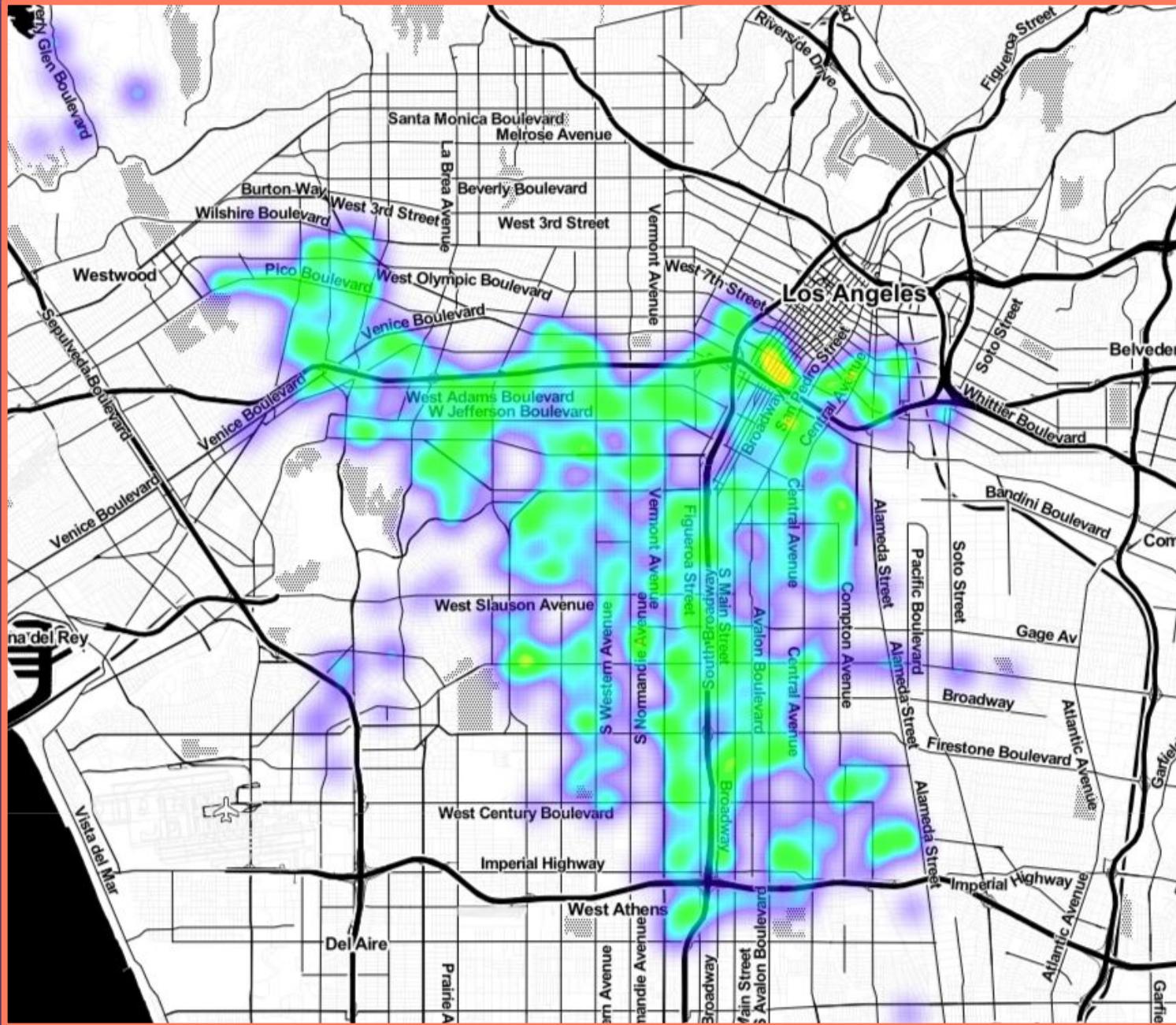
- **SMALL BUSINESSES QUOTIENT**

Positively correlated with the instance of tickets

- **POPULATION & NO. OF BUSINESSES**

Features negatively correlated with tickets

TICKET DENSITY // Central LA



WHAT'S NEXT

MORE DATA

Look beyond a single week's worth of data
to grasp large-scale trends across LA

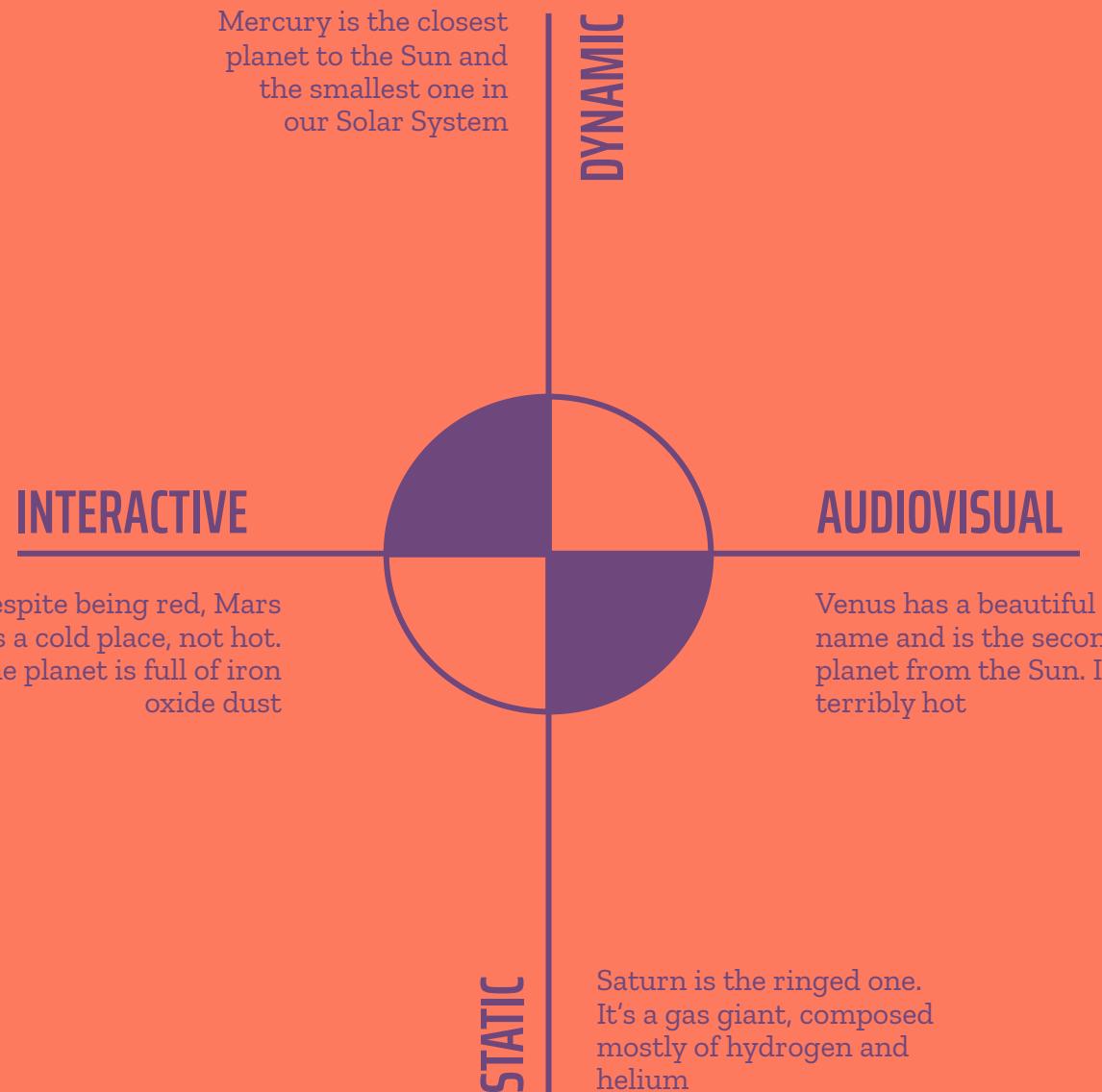
SMALL BUSINESS ANALYSIS

Build a more comprehensive model of
small businesses

SOCIO-ECONOMIC FEATURES

Investigate the burden of parking tickets
and fines on neighborhoods with various
social and economic features

QUESTIONS?



HOW DO WE DO IT?

Next Steps

More Data

Analyze a year (or more) worth of data.

See if these trends hold throughout the year.

SATURN

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury

MARS

Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust, which gives the planet its reddish cast

MODEL DEVELOPMENT

- WEEKDAY - WEEKEND DIFFERENCE

TRAIN - TEST SPLIT & FEATURE TESTING

Test 1:	74.5244
Test 2:	74.4503
Test 3:	79.1534
Test 4:	73.7622
Final:	69.7377

- SMALL BUSINESSES QUOTIENT POSITIVELY CORRELATED

- POPULATION & NO. OF BUSINESSES NEGATIVELY CORRELATED

Variance Inflation Factor

Population	1.223
Median Home Value	1.787
No. of Businesses	1.567
Small Business Quotient	1.112

OVERDISPERSION

X

CORRELATION

X

HETEROGENEITY

X

MODEL



WHAT DO WE OFFER?

COPY

Mercury is the closest planet to the Sun and the smallest one in the Solar System

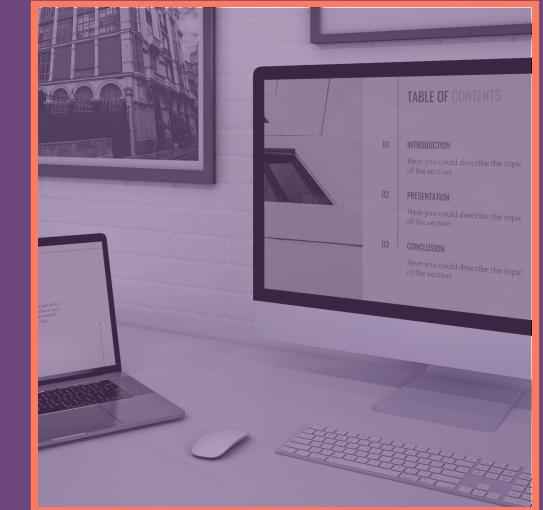
PHOTOGRAPHY

Despite being red, Mars is a cold place, not hot. The planet is full of iron oxide dust



PROGRAMMING

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot



A photograph showing a close-up of a person's hands. The person is wearing a dark-colored ring on their left hand and has dark-painted fingernails. They are holding a white pen over a stack of papers. In the background, there are more papers and a red vertical bar on the left side of the frame.

A PICTURE IS WORTH A THOUSAND WORDS

AWARDS

MERCURY



Here you could talk
about this
achievement

VENUS



Here you could talk
about this
achievement

MARS



Here you could talk
about this
achievement

MEET THE TEAM



JOHN DOE

You can replace the image on the screen with your own



HELENA JAMES

You can replace the image on the screen with your own



JAMES PATTERSON

You can replace the image on the screen with your own

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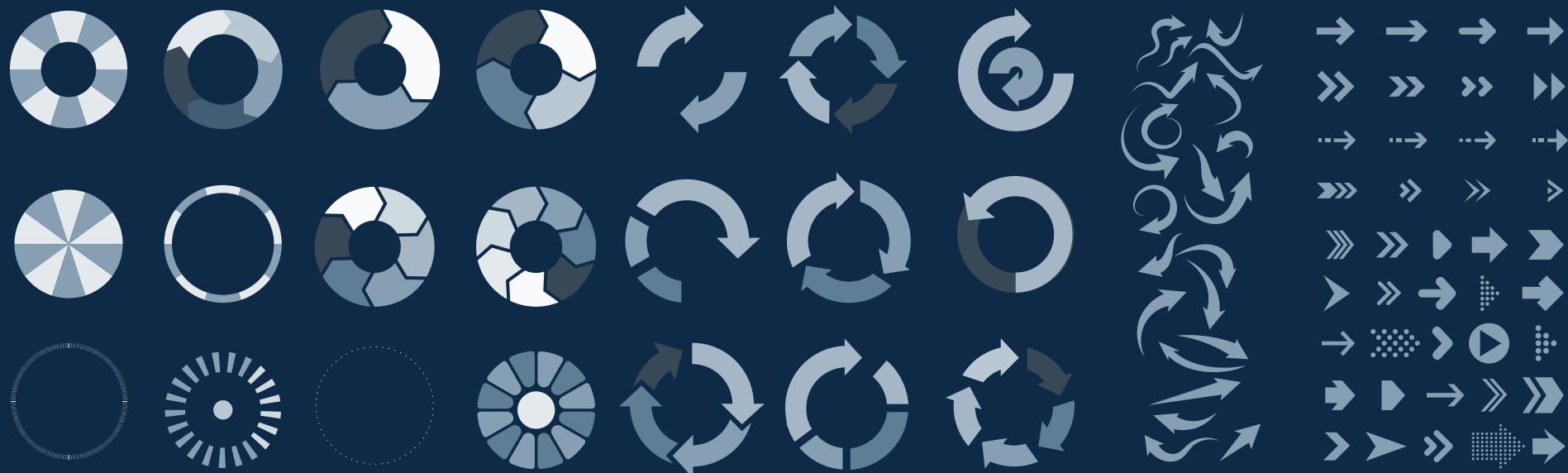
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#6e487d

#ffffff

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Medical Icons



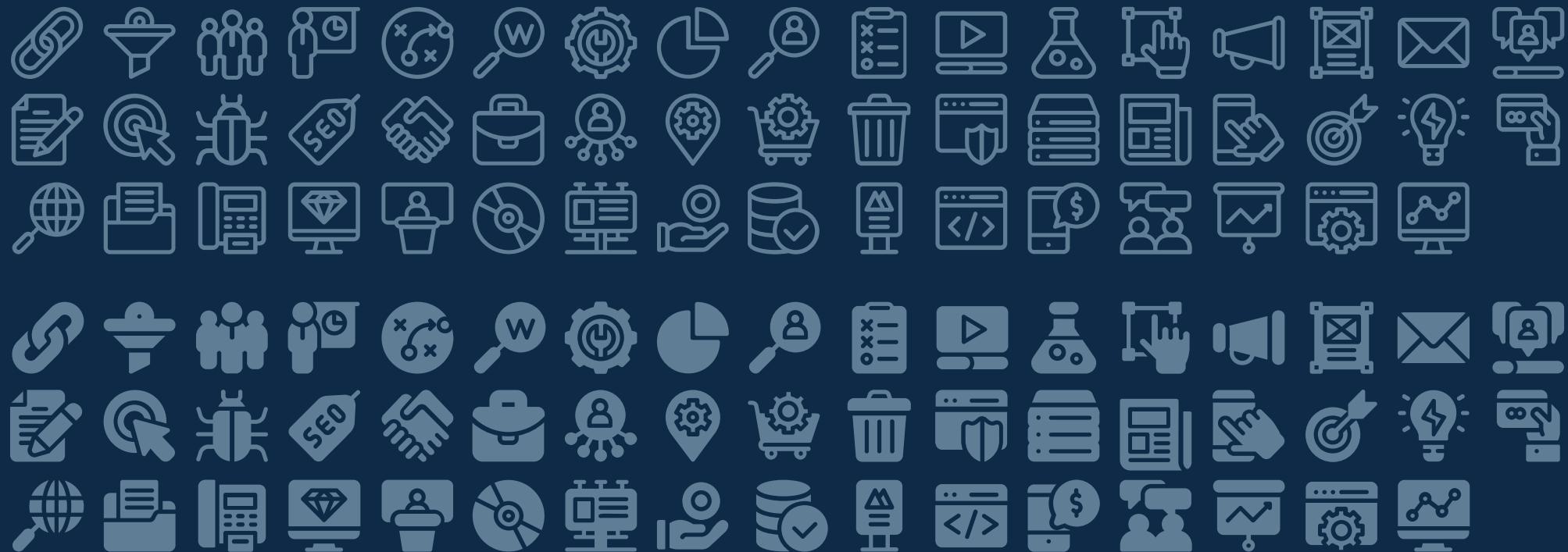
Nature Icons



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Teamwork Icons



