

REVITALIZING COMMERCIAL CORRIDORS: A PREDICTIVE INVESTMENT ANALYSIS

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PROBLEM STATEMENT

The city of South St. Petersburg community redevelopment area (CRA) is aiming to strategize renovated outcome in the city but to implement this plan of action it is crucial to analyze the size of properties on each corridor and understand the CRA Grants approval and impact on them. Now these issues are addressed through visualization techniques.

RESEARCH QUESTIONS

- What is the total land square footage/acreage of each commercial corridor?
- How many unique properties are on each commercial corridor?
- What percent of commercial properties on any commercial corridor that took out building permits for renovations were awarded CRA Grants?

DATA DESCRIPTION

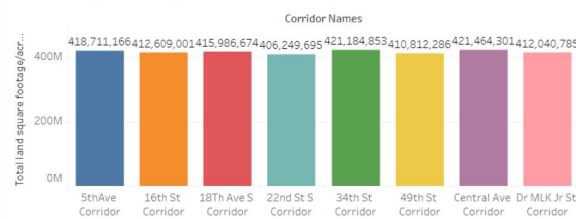
To address the business problem, the analysis utilizes informative data sets such as Building Permits Data and CRA Commercial Grants Data, which contain confidential information. These data sets contain both numerical and categorical variables. Property size is analyzed using the Department of Review data, and unique property details are obtained from each private investment dataset. The percentage of CRA grants provided for renovated buildings streamlines the evaluation process.

METHODOLOGY

The importance of a varied approach to understand both quantitative and qualitative data is emphasized. The data is preprocessed and cleaned using Microsoft Excel operations before analysis. This entailed rigorous formula approach for analysis of each commercial corridor. Visualization packages will be used for a clear overview of the data to derive the optimal solution. The ultimate goal is to manage the data through various methods to obtain specific results.

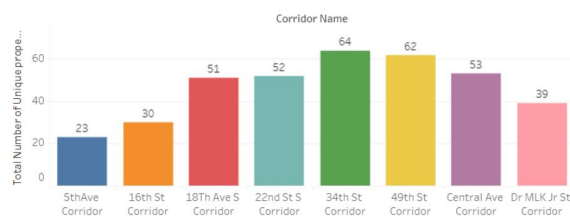
RESULTS

Total land square footage of each commercial corridor



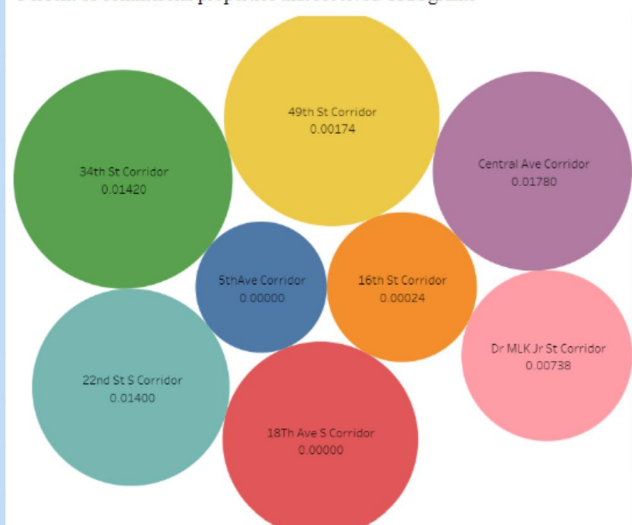
CENTRAL AVE CORRIDOR HAS HIGHEST LAND SQUARE FOOTAGE

Unique properties on each commercial corridor



34TH ST CORRIDOR HAS MORE NUMBER OF UNIQUE PROPERTIES

Percent of commercial properties that received CRA grants



CENTRAL AVE CORRIDOR HAS HIGHEST PERCENT OF CRA GRANTS APPROVED

LINK TO OUR VISUALIZATION - BOOK1 | TABLEAU PUBLIC

LINK TO VISUALIZATION https://public.tableau.com/app/profile/shiva.ramab39/viz/BOOK1_160472755470/DASHBOARD1?publish=yes

BUSINESS IMPACT

Our project's outcome would give a brief understanding of CRA grants assigned to the newly permitted commercial corridors and the scope to understand the percentage of private and public investments in renovated land areas.

- The first graph shows total land square footage for each commercial corridor.
- The Second graph shows unique properties from the range 23 to 64.
- The Third visual shows the highest percent of CRA Grants given to Central Ave Corridor.