

SMART SECURITY DEVICES

The problem

- ▶ **Finding the next neighbourhood to target in Federicion**
 1. The overall goal or objective: Is the company pursuing expansion without and being profitable in the long term based on scale?(Tech companies like Uber and WeWork fit into this narrative) or are they targeting a new region that will be as profitable as their current reach and have almost immediate returns
 2. The need to enter high growth or high population markets such as the Emerging Markets in order to show steady growth numbers to investors and stakeholders.

Datasets

- ▶ 1. Crime by neighbourhood 2017 / Crime par quartier 2017
http://datafredericton.opendata.arcgis.com/datasets/0ff4acd0a2a14096984f85c06fe4e38e_0
- ▶ 2. Fredericton - City, New Brunswick, Canada <http://www.city-data.com/canada/Fredericton-City.html>
- ▶ 3. Fredericton - Wikipedia <https://en.wikipedia.org/wiki/Fredericton>
- ▶ 4. Fredericton - City, New Brunswick, Canada <http://www.city-data.com/canada/Fredericton-City.html>

Objectives

- ▶ The aim of this presentation is to Identify the following:
- ▶ To identify the best neighbourhood for home security devices
- ▶ To identify the best neighbourhood for the wearable devices.

Methodology

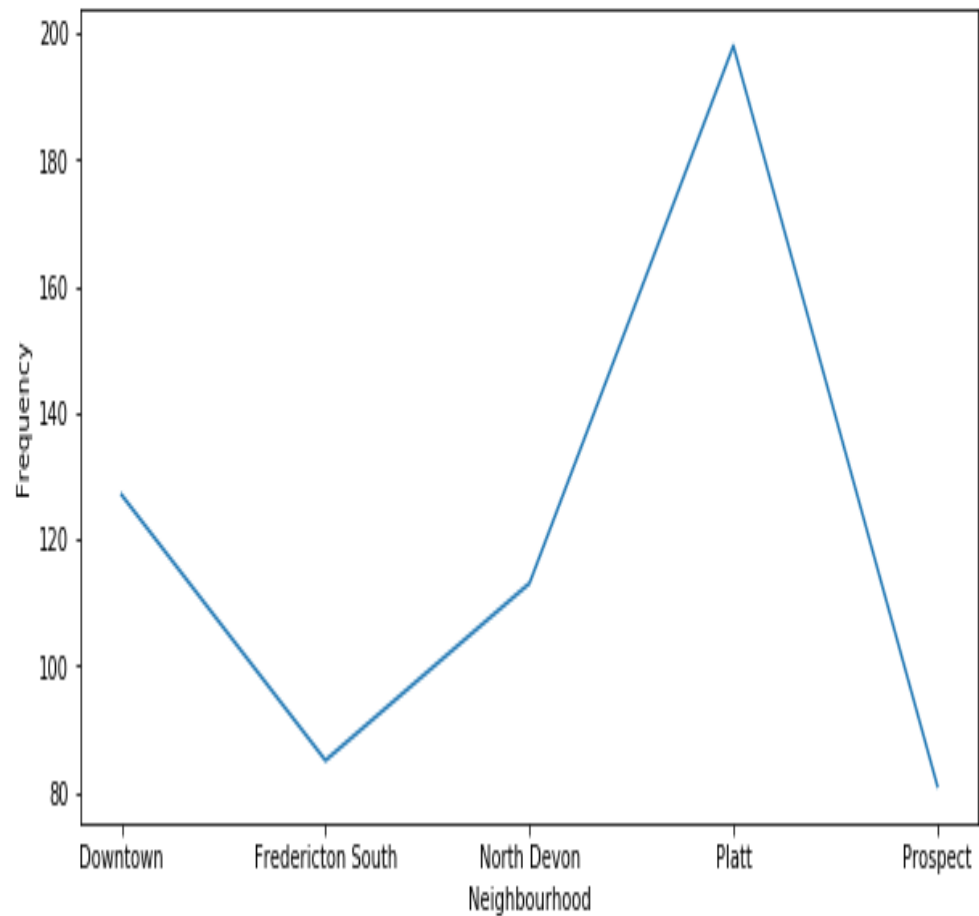
- ▶ Import required libraries and packages.
- ▶ Load each datasets.
- ▶ Explore each datasets with descriptive statistics
- ▶ The top 5 neighbourhoods and crimes were identified and the best location based on the cross-reference of both were used.
- ▶ Use Foursquare data to explore specific locations of interests.
- ▶ Perform K-means clustering algorithm.
- ▶ Produce useful visualization of key results.



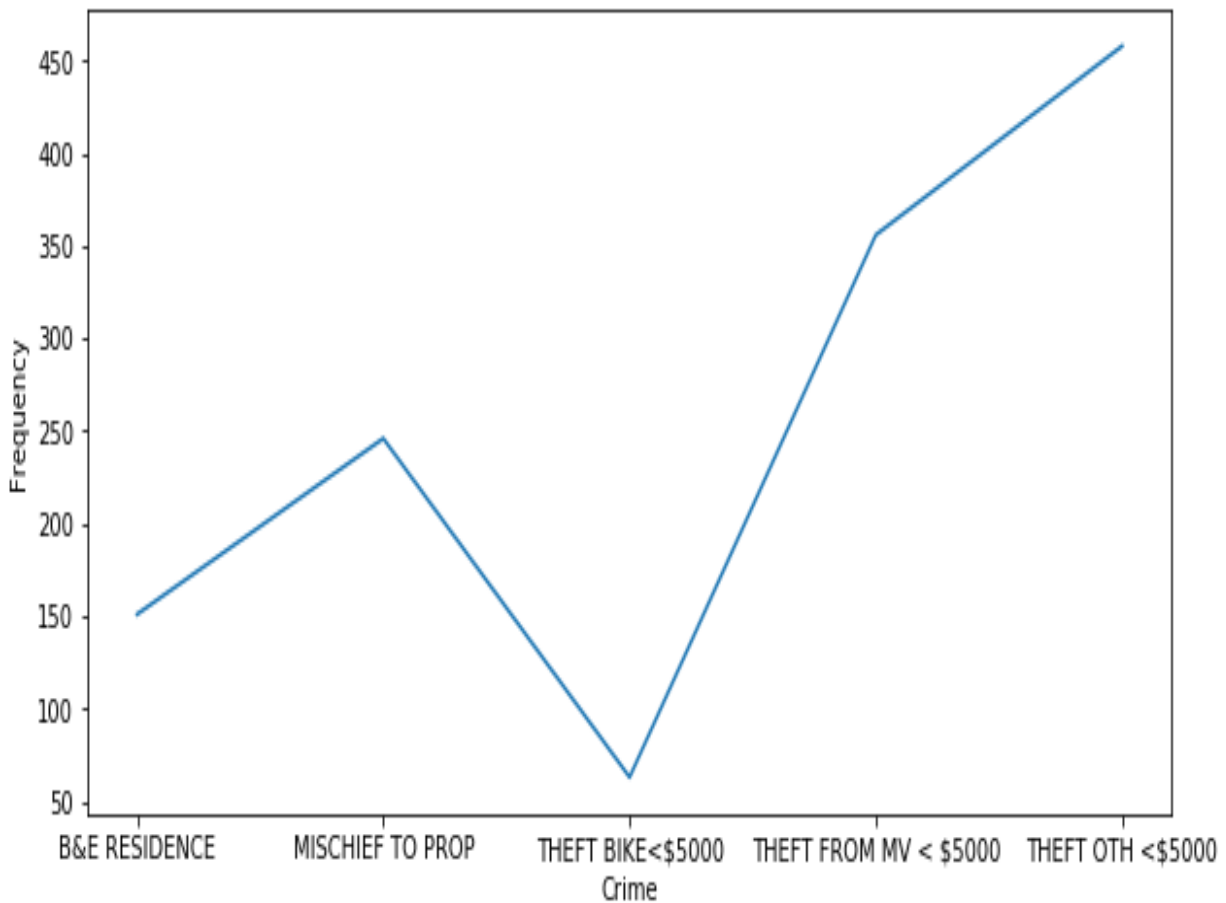
Libraries Used

- ▶ Pandas
- ▶ Sci-kit Learn
- ▶ Seaborn

Findings



- The key findings of this project were the top 5 Neighbourhoods in terms of crime Frequency



- The key findings of this project were the top 5 Crimes in terms of crime Frequency

The Prime Neighbourhood

- ▶ North Devon Neighbourhood because it has the highest cases of B&E Residence (Breaking & Entry Residence) while Platt cannot be ignored because it has the highest crime occurrences hence both of them are to be chosen.

