

## **EXPANDING IN LOS ANGELES**

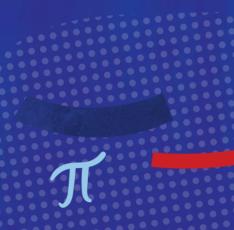
LION CONSULTING

**MSA 8030 Communicating with Data** 

Team 7: Lilly Parham, Pamela Alvarado-Zarate & Zainab Siddiqi

**November 4, 2024** 









Safe, high-traffic location with optimized business hours



- Crime hotspots and timing variability
- Safety for employees, clients, and assets



## **STAKEHOLDER PERSONAS**

- Customer Relations: Client experience-driven
  Business Development: A safety-focused location strategy



## **METHODOLOGY**

- Visualization and feature engineering on 3+ years of crime data
- Identify low-risk times and regions for business



## **EXPECTED IMPACT**

- 15% increase in customer satisfaction with safety.
- 30% reduction in crime exposure during business hours.