



EXPANDING IN LOS ANGELES

LION CONSULTING

MSA 8030 Communicating with Data

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BUSINESS PROBLEM

- Identify the optimal location and business hours for the company's new branch in Los Angeles.
- Minimize exposure to crime-related risks.
- Analyze historical crime data.
- Identify areas and time periods that experience lower-risk and non-violent crime.



LOS ANGELES

2nd

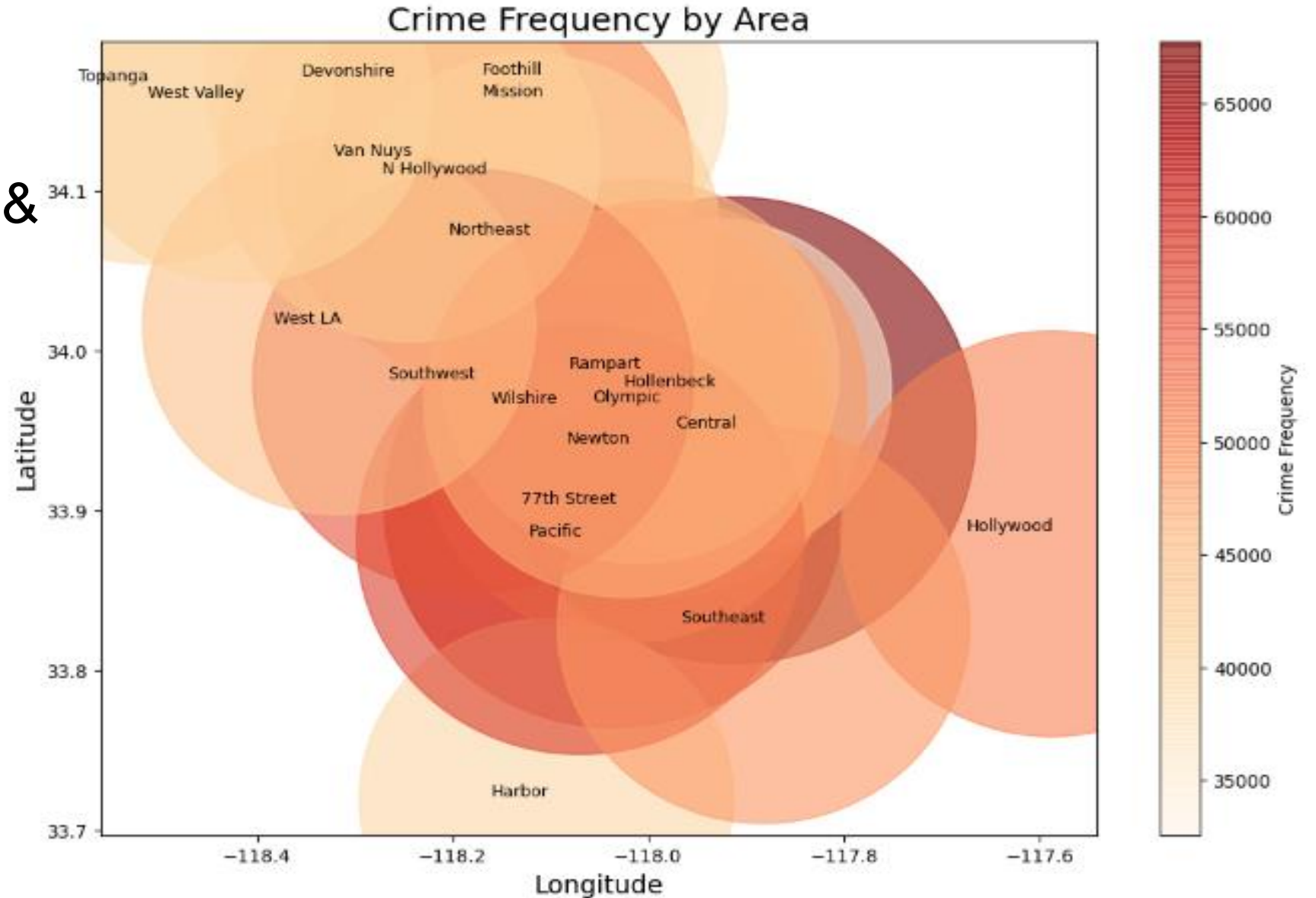
largest city in the U.S.

389

crime index (2022)

ASSESSMENT

- Geographical Analysis (Location & Crime Types)
- Time-Based Operations (Crime Type Patterns)
- Day of the Week Analysis (Crime Types)



PURPOSE

Success Criteria

Crime Rate Reduction	-40% in crime rates compared to city-wide metrics
Safety Incident Reports	50% less safety-related incidents reported by employees
Customer Traffic Retention	A greater % of customers are retained because they do not experience any crime-related incidents

Business Desires

- **Maintain** infrastructure investment
- Employee & customer **safety**
- **Avoid** criminal losses (i.e., robberies, arson)

Business Risks

- Neglecting parts of LA may be seen as bias against specific communities
- The operational risk of costs associated with adding safety measures.