



# EXPANDING IN LOS ANGELES

LION CONSULTING

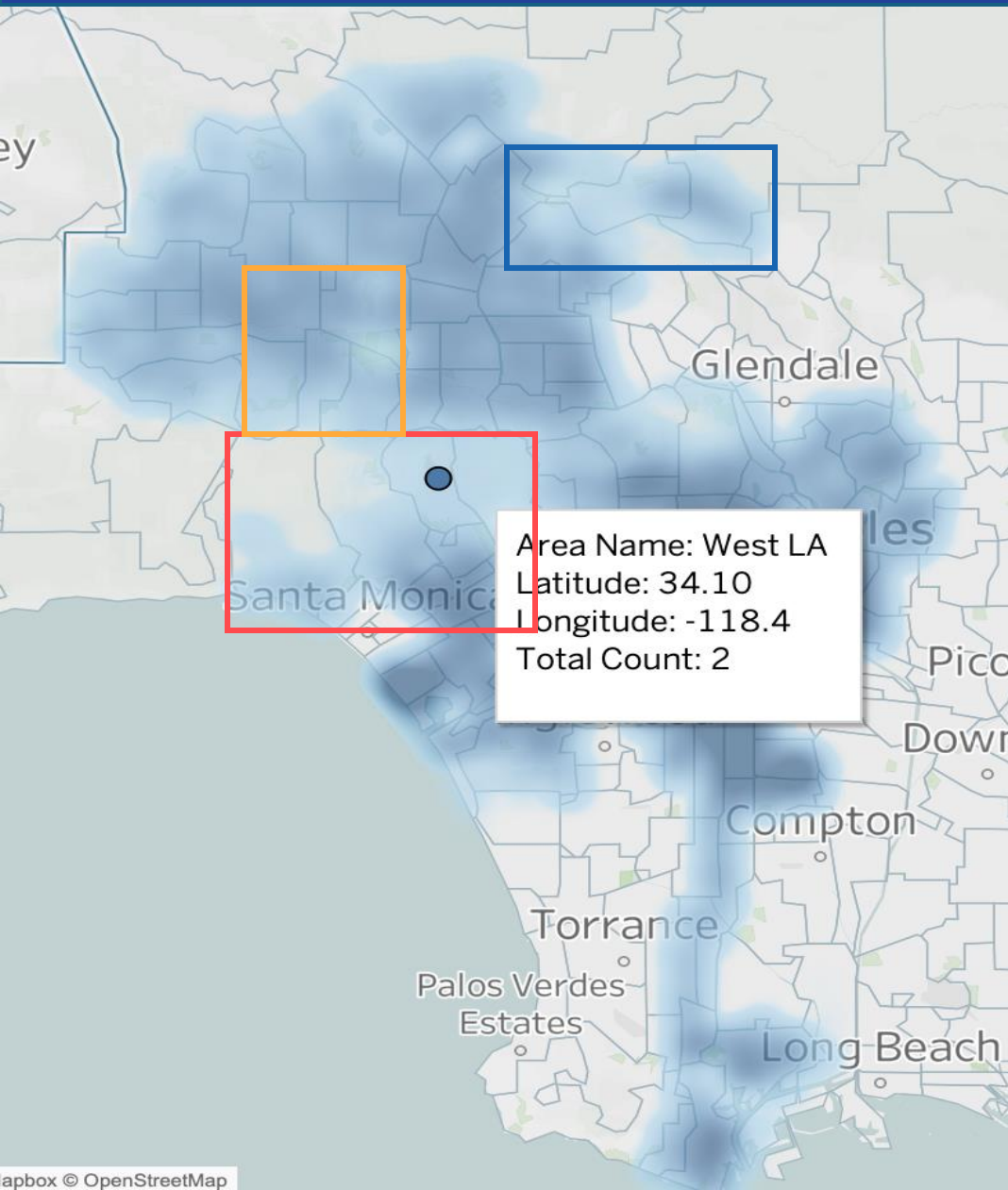
MSA 8030 Communicating with Data

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

November 18, 2024

# SELECTING CANDIDATES

# DENSITY MAP



Year

2020

16,182

18,618

14,212

2021

17,086

19,796

14,096

2022

20,568

21,018

15,728

2023

19,860

21,156

14,310

2024

9,208

9,108

6,948

0K

10K

20K

30K

40K

50K

60K

Number of Crimes

## TOP THREE "SAFE" LOCATIONS IN LA

West Valley



West LA

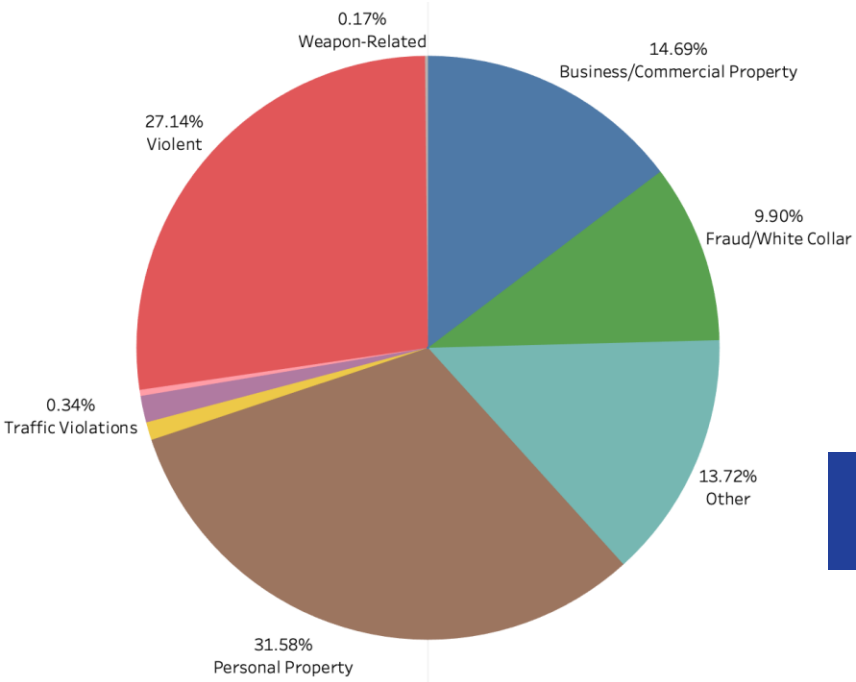


Foothill



# EXPLORING CRIME RATES

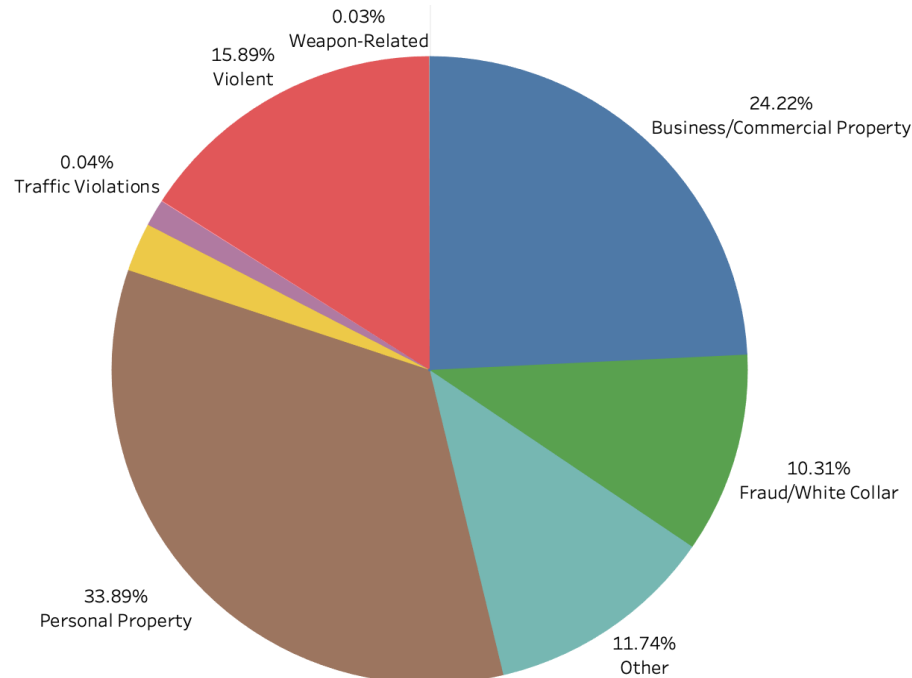
## Foothill



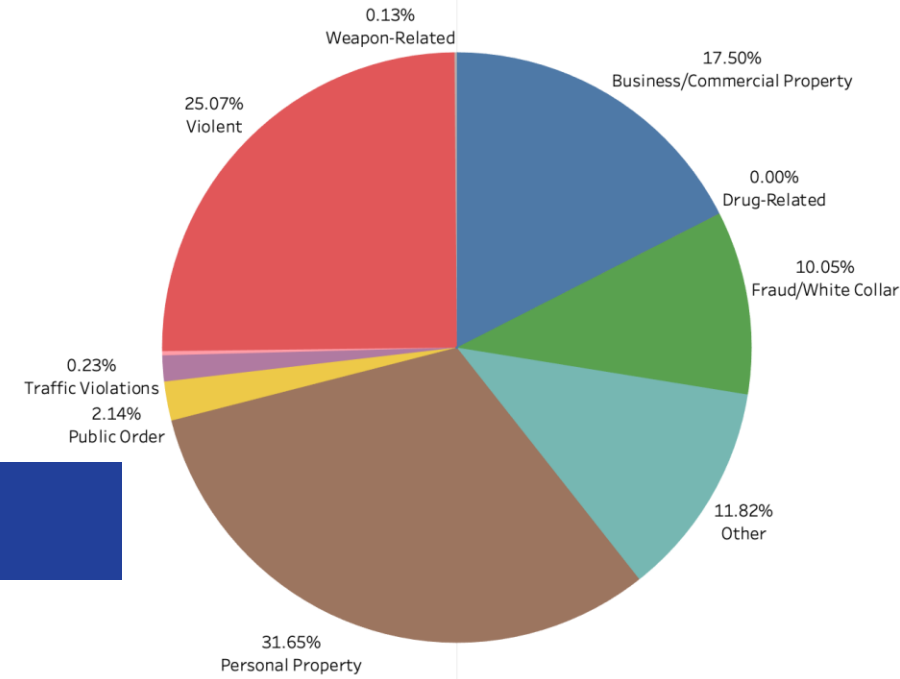
**TOTAL CRIME %  
DISSECTED BY  
TOP 3 CITIES  
(2020-2024)**



## West LA



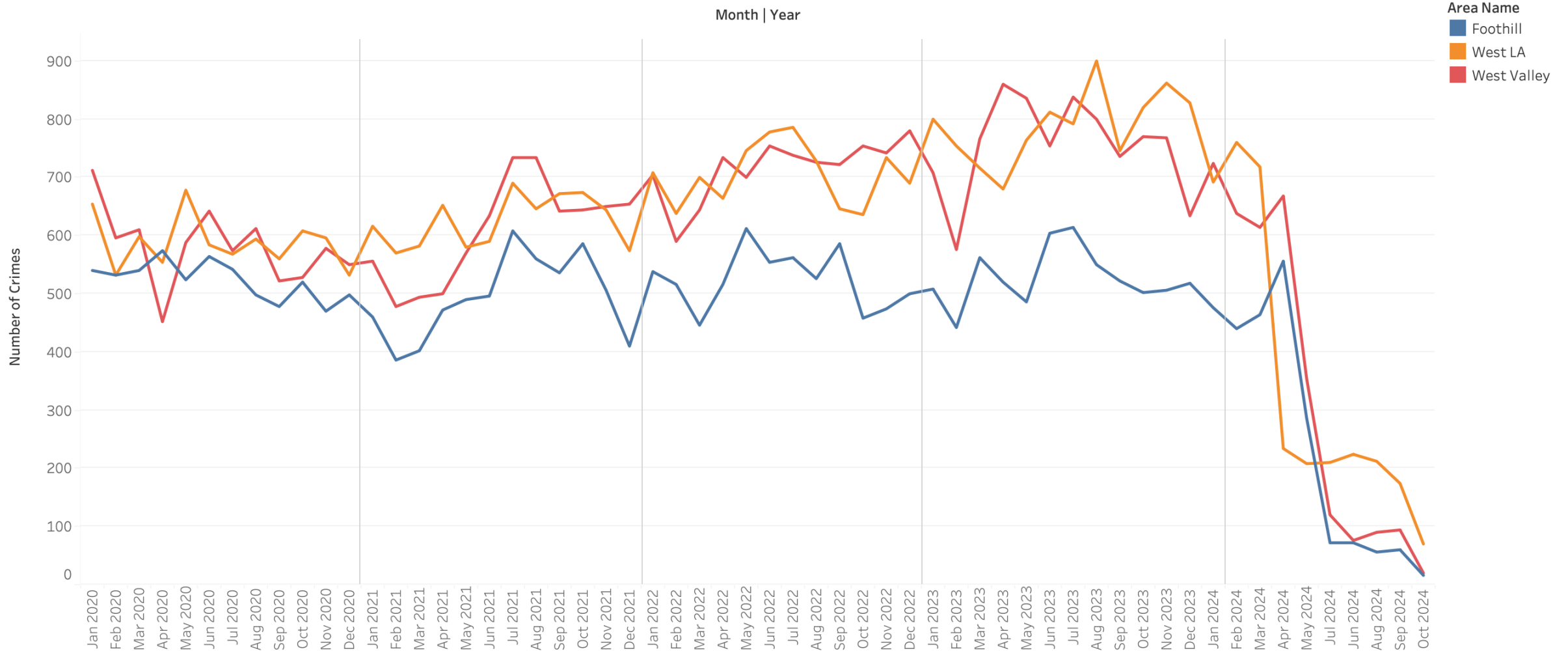
## West Valley



**Potential Top Choice:  
West LA**

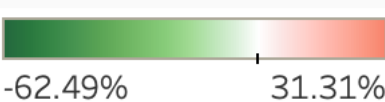
- Smallest % of violent crimes
- Most central overall LA location

# CRIME COUNT ACROSS TIME



January 2020 – October 2024

# % DIFFERENCE IN CRIME OF PREVIOUS & FOLLOWING YEAR



		Year				
Area Name	Type of Crime	2020	2021	2022	2023	2024
West LA	Business/Commercial Property		1.66%	22.83%	18.94%	-31.61%
	Violent		3.94%	10.67%	-11.31%	-62.49%
West Valley	Business/Commercial Property		-4.77%	22.11%	16.21%	-35.05%
	Violent		-5.12%	22.99%	5.60%	-43.77%
Foothill	Business/Commercial Property		-20.73%	31.31%	-11.92%	-24.68%
	Violent		-8.91%	4.04%	6.99%	-42.74%

$$\frac{\text{Target Year} - \text{Previous Year}}{\text{Previous Year}} \times 100$$

**GOAL:** Avoid areas with **HIGH** commercial property & violent crimes to **PROTECT** the business, employees & customers.