

EXPANDING IN LOS ANGELES

LION CONSULTING

MSA 8030 Communicating with Data

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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.