



EXPANDING IN LOS ANGELES

LION CONSULTING

MSA 8030 Communicating with Data

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BUSINESS PROBLEM

Identify areas and time periods that experience lower-risk and non-violent crime.

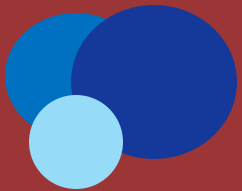
THEN

Company Outlook

Question: Is development possible considering crime rates & competitor-to-area density?

Since June 2024, there's been a **43.6%** increase in crimes at retail stores!

Potential Pain Points



**Crime
Hotspots**



**Time
Variability**



**Safety
Guarantee**

LOS ANGELES

2nd largest city in the U.S.

389 crime index (2022)



OUTCOMES

Stakeholder Personas

Crime Rate Reduction	Benchmark crime rates compared to city-wide competitor metrics
Safety Incident Reports	50% less safety-related incidents reported by employees
Customer Traffic Retention	Greater % of customers retention due to little to no experience of victim to crime.

Business Desires

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

Business Risks

- **Bias** against or **neglection** of certain communities with high crime rate.
- Operational **risk of costs** associated with adding safety measures.

APPROACH



Geographical Analysis
(Location & Crime Density)



Common Occurrences
(Crime Types)

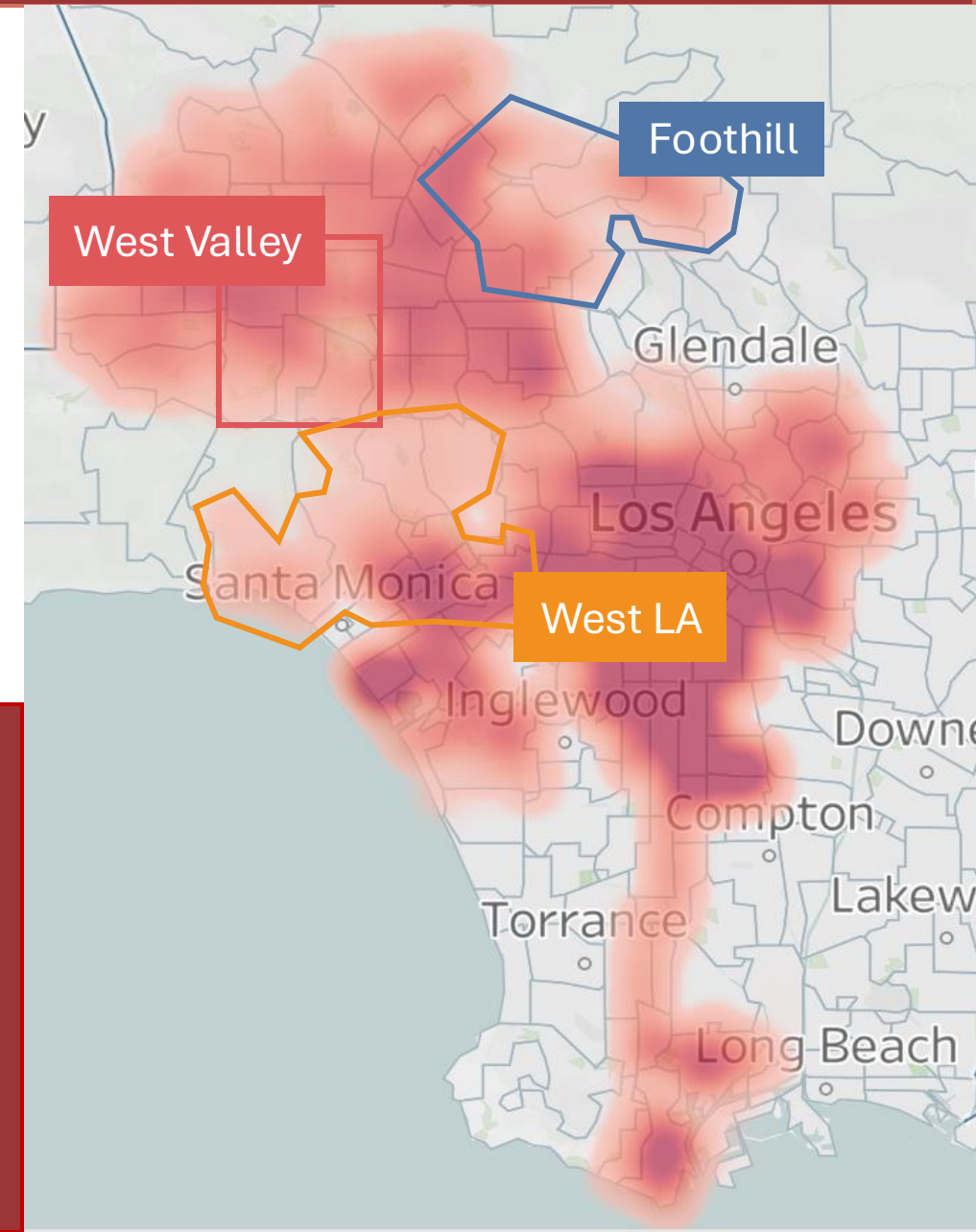


Time-Based Operations
(Crime Type Patterns)

Significantly reduces location options and avoids setback for decision-making

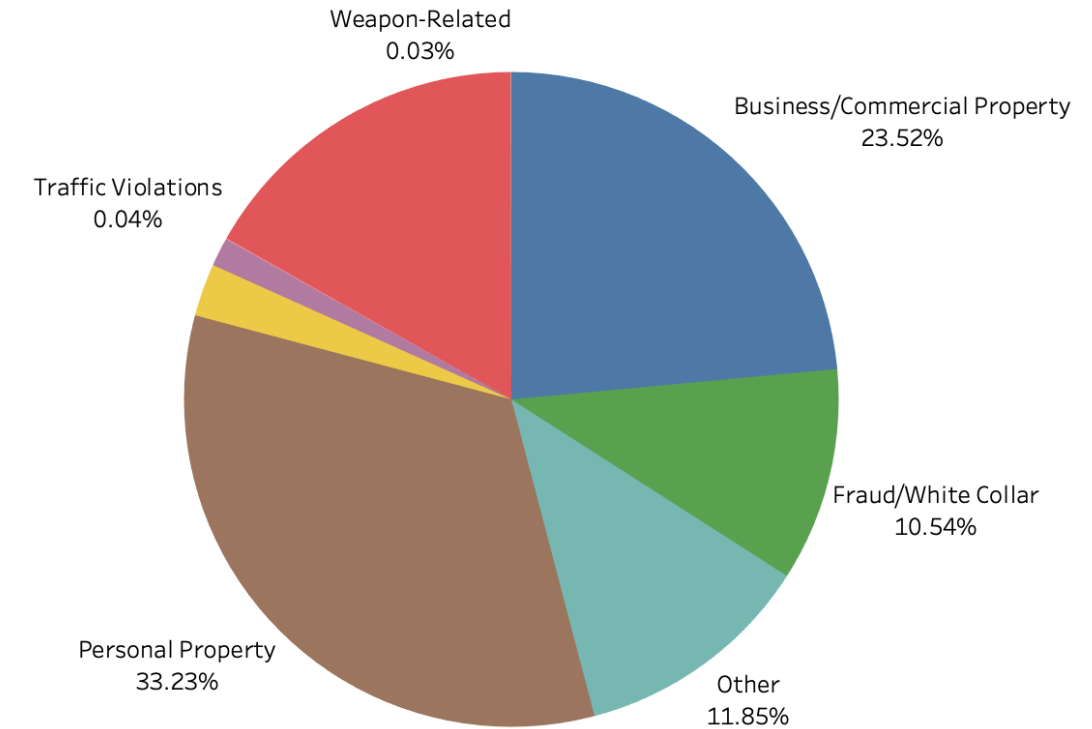
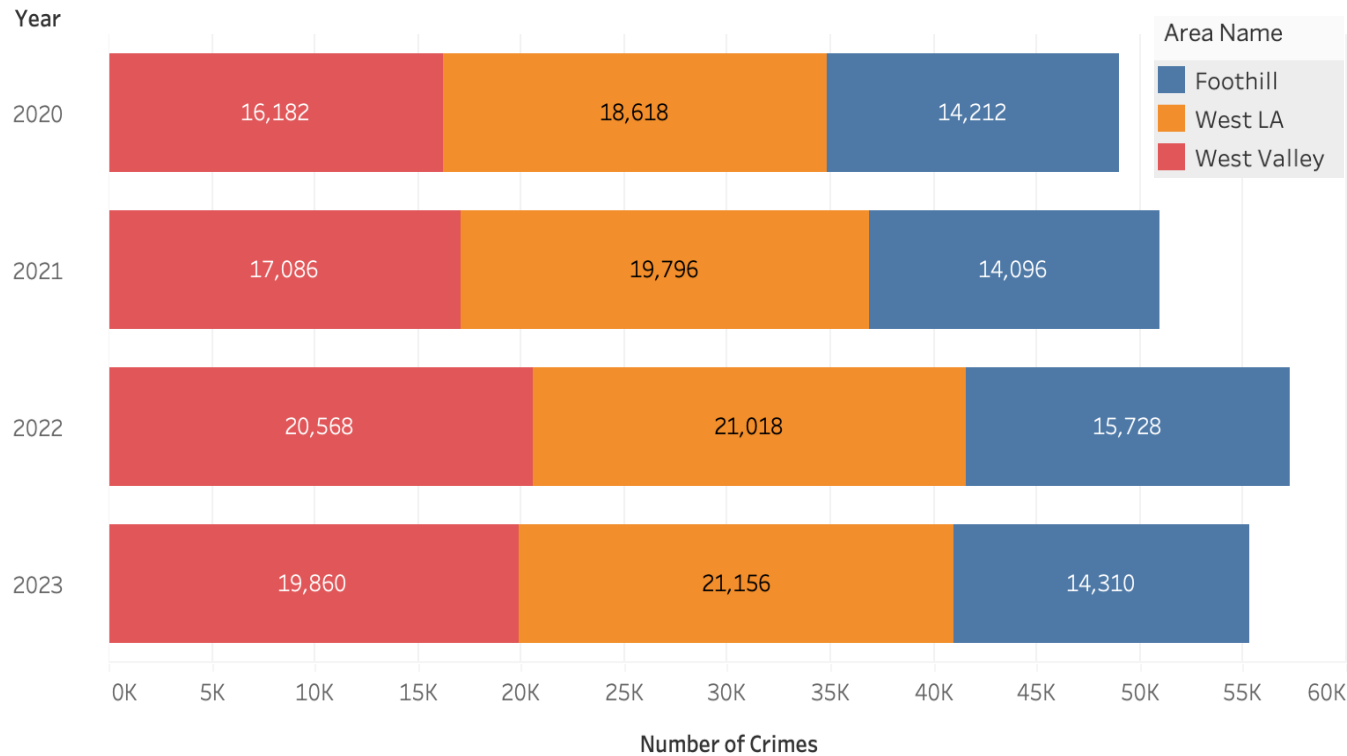
Eliminates/Reduces maintenance costs from damage against property

Reduces liability against employees and customers



TOTAL CRIME COUNT

% TOTAL OF CRIME TYPE



Out of ~20,000 crimes committed, 16.78% as violent crimes & 0.03% weapon-related crimes.

2022-2023: (19%) in business/commercial property
(-5%) in violent crime

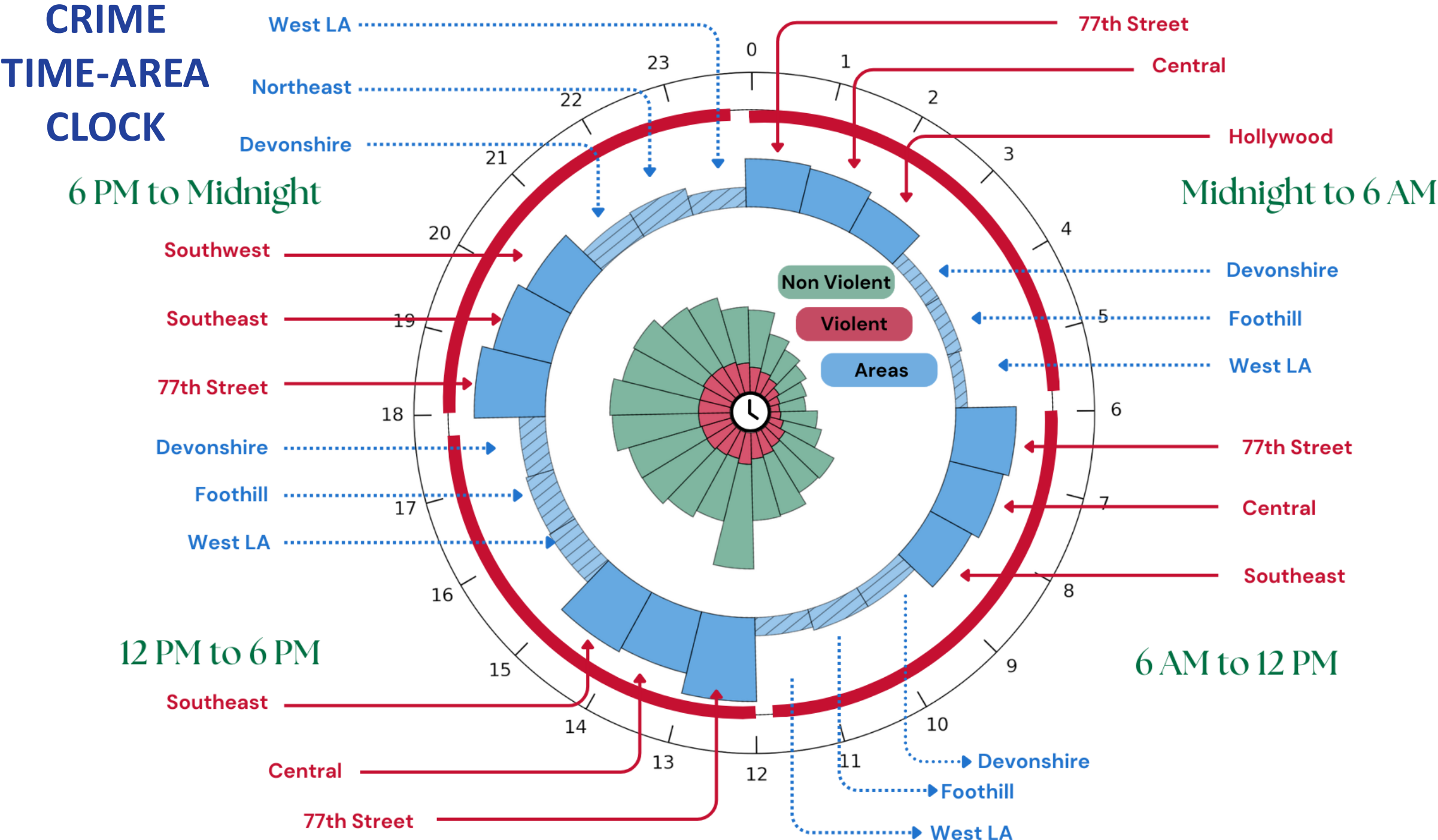
CRIME TIME-AREA CLOCK

6 PM to Midnight

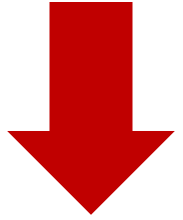
Midnight to 6 AM

12 PM to 6 PM

6 AM to 12 PM



NEW BRANCH (WEST LA)



Significant Low Rate of **Violent & Weapon-Related Crimes**

Large Clientele Prospects: Santa Monica, Central Los Angeles, & West LA region



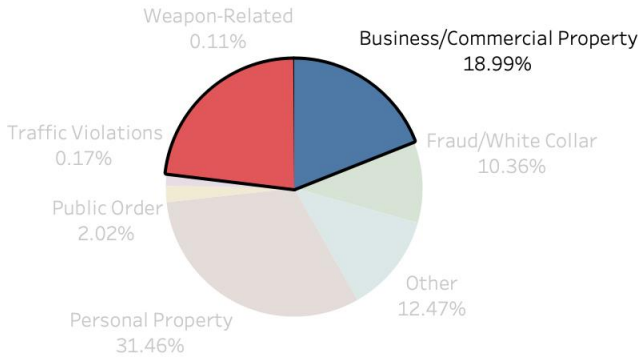
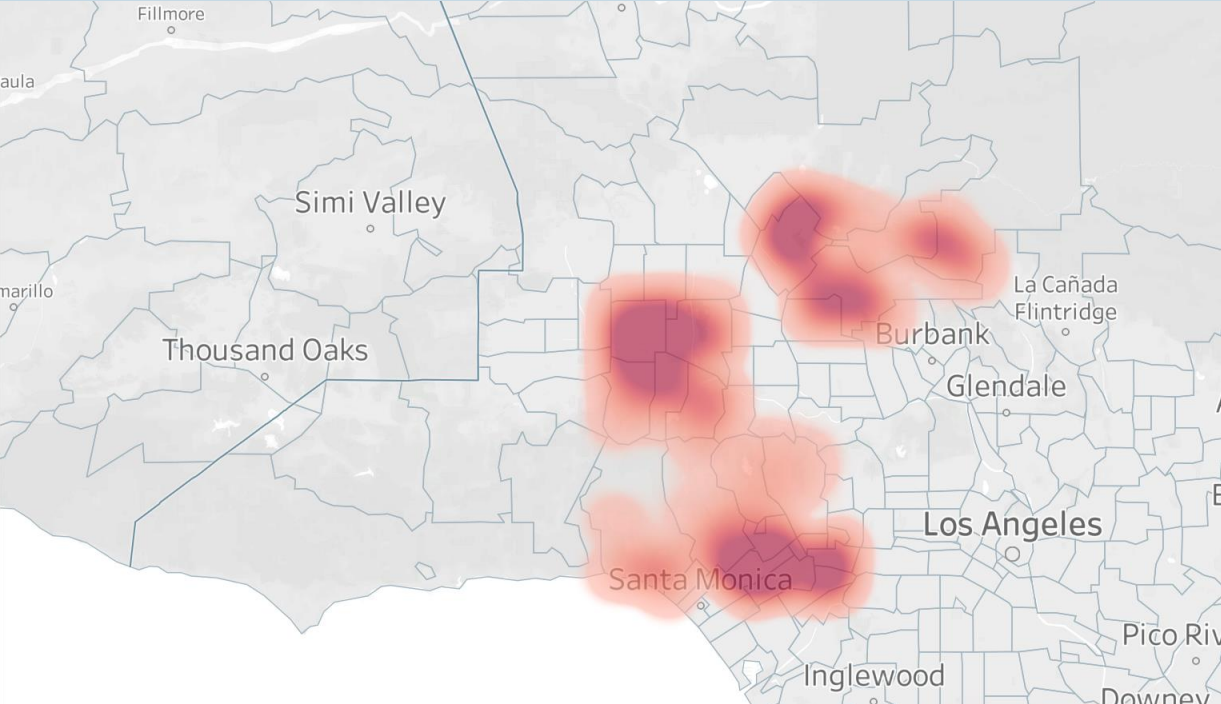
Frequency of crimes is **NOT scattered.**

- Low to high crime frequency specific to areas within West LA



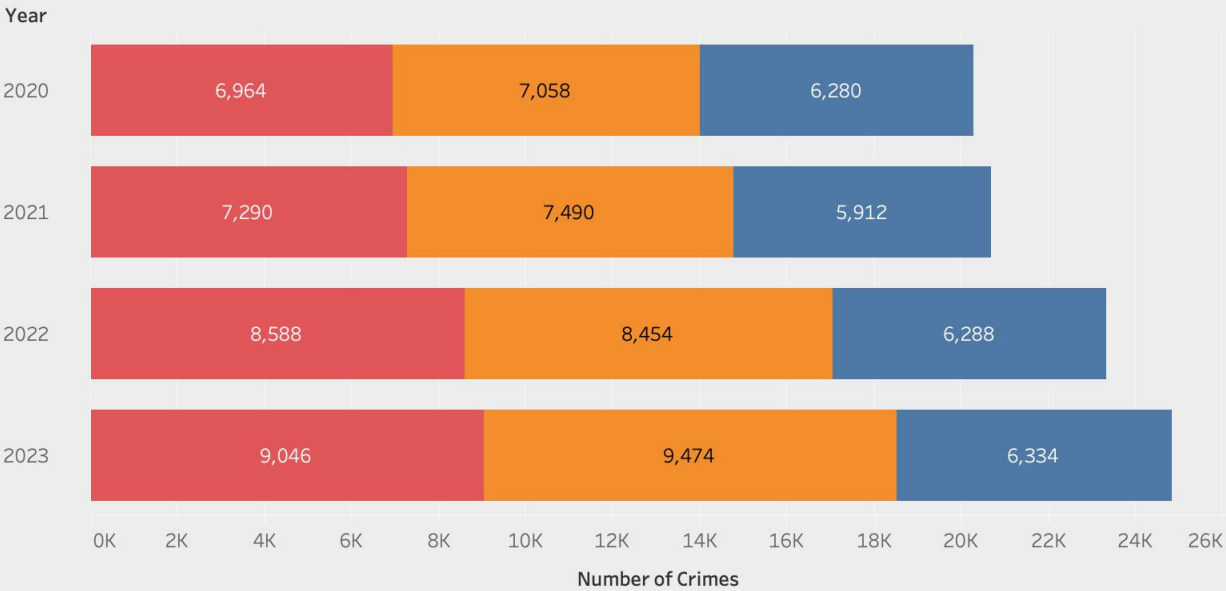
Explore Clientele Demographics

Year
Multiple values



Area Name
Multiple values

Total Count of Crimes Comitted (by Year)



West LA, West Valley, Foothill: % Difference in Crime Count

Area Name	Type of Crime	Year			
		2020	2021	2022	2023
West LA	Business/Commercial Property		2.91%	25.92%	23.72%
	Violent		9.96%	-1.76%	-4.67%
West Valley	Business/Commercial Property		6.26%	19.27%	11.50%
	Violent		3.67%	16.85%	1.20%
Foothill	Business/Commercial Property		-6.36%	16.98%	-12.47%
	Violent		-5.60%	0.92%	8.57%

Appendix

An abstract graphic featuring concentric arcs in blue, red, and white, arranged in a circular pattern around the central text. The arcs are of varying lengths and thicknesses, creating a sense of movement and depth. A dotted circular pattern is also visible in the background, adding to the overall design.

Data	Description	Data Type	Remarks
DR_NO	Division of Records #: 2-digit year, area ID, & 5 digits	int64	Unique Identifier, Required for Aggregate Functionality in Tableau
DATE OCC	Incident Occurrence: MM/DD/YY	object	Feature Engineering into Monthly, Yearly, Quarterly, or even Day of the Week Impact for Business Ops
TIME OCC	Incident Occurrence: Military time	int64	Feature Engineer into Times of the Day Categories for Business Hours
AREA NAME	21 Geographic Areas that reference landmarks/surrounding communities	object	Easier Regional Divide Specific to Business; Central <- Highest Crime
Crm Cd Desc	Crime Name Committed (Associated with Crime Code)	object	140 Different Categories, Sorting Into Crime Categories Based On Business Employee Safety & Infrastructure
Part 1-2	Crime Against Persons (1), Crime Against Property (2)	int64	Persons v Property
Premis Desc	Structure, vehicle, or location where crime occurred	float64	306 unique count, (street, apartment, home)
Weapon Desc	Weapon used in the crime	object	Can be broken down based on preventive recommendations
LOCATION	Street address of crime incident rounded to the nearest hundred block to maintain anonymity.	object	Street, Apartment, etc.
LAT	Latitude	float64	Around 34.0549° N
LON	Longitude	float64	Around 118.2426° W