

Finding the Best Location to start a New Business

Steps to start an Electronics Repair Shop

Predicting a correct spot reduces the risk of failure

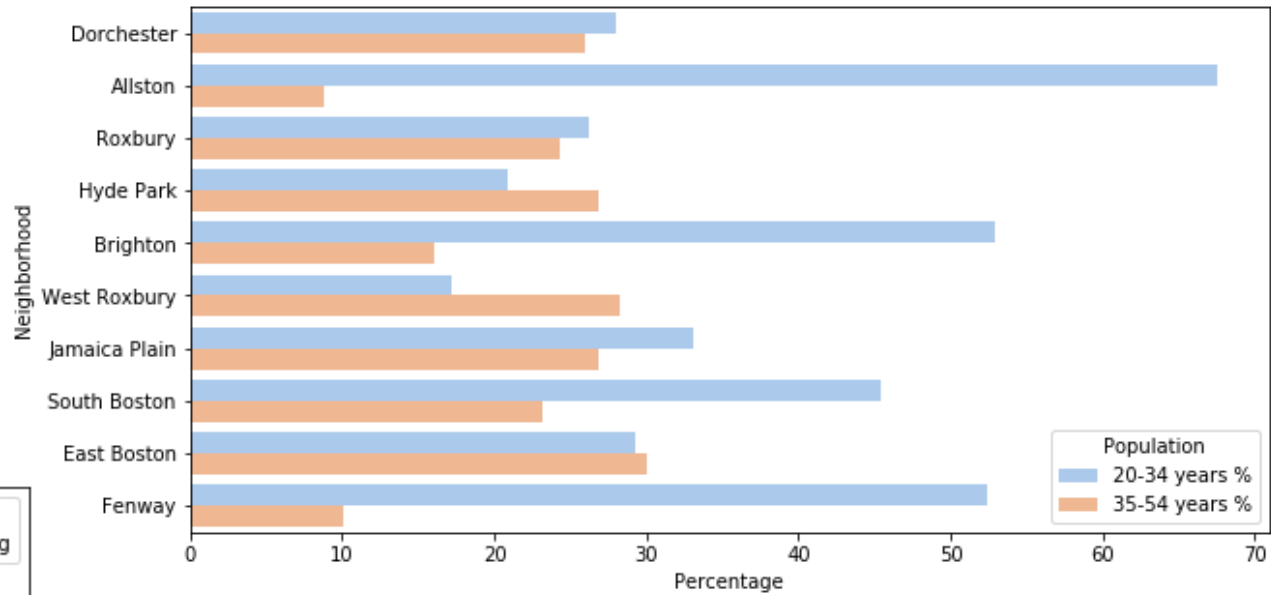
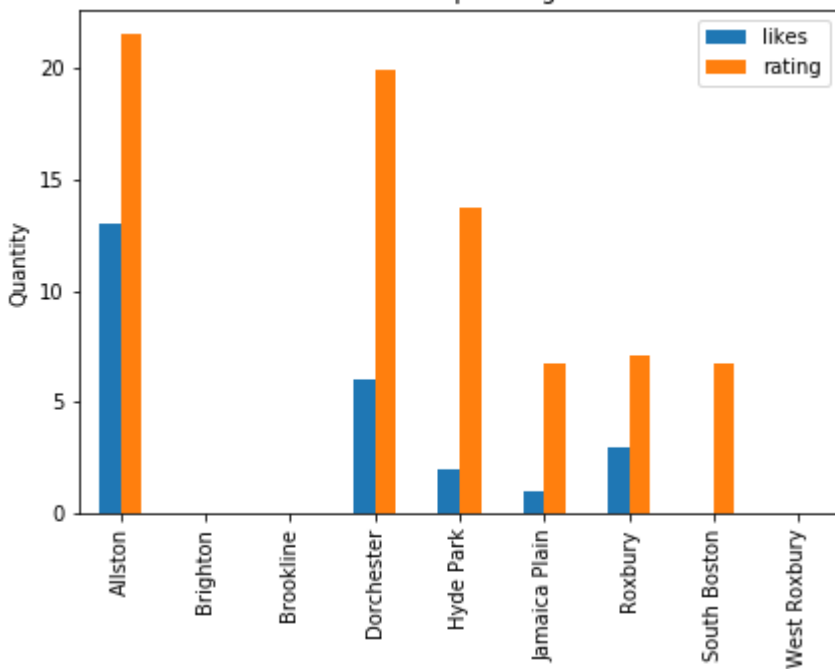
- Entrepreneurs investing in new businesses that location is a success-or-failure decision.
- Advisory Companies which aim to assist its customer during Business Plan development.
- Companies that wish spread their business out to new regions.

Data Acquisition & Wrangling

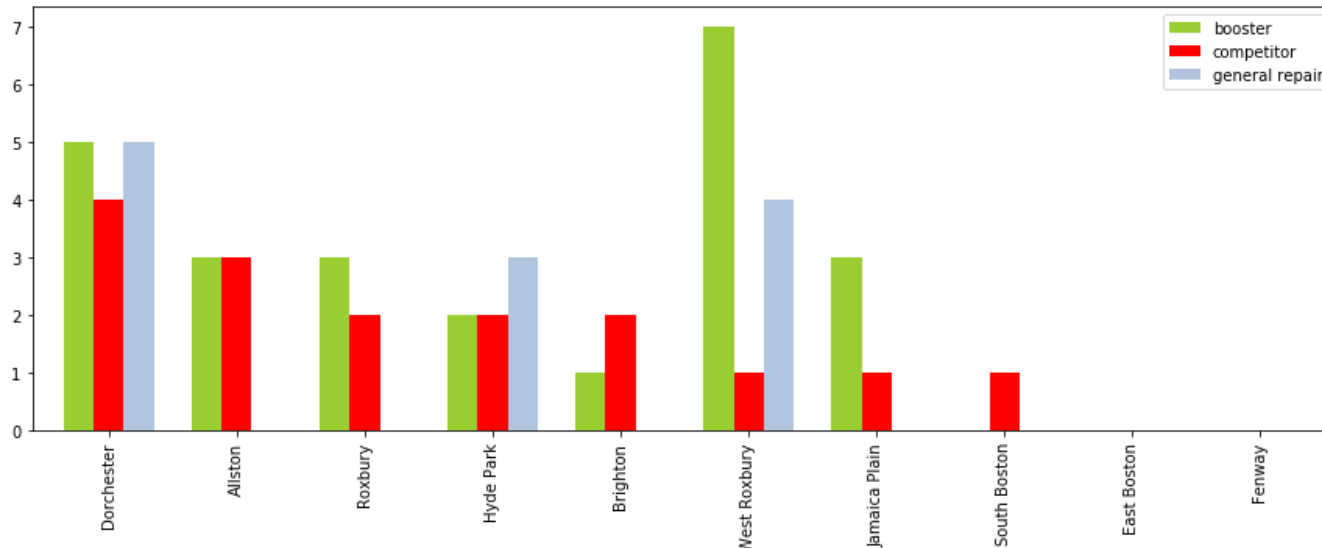
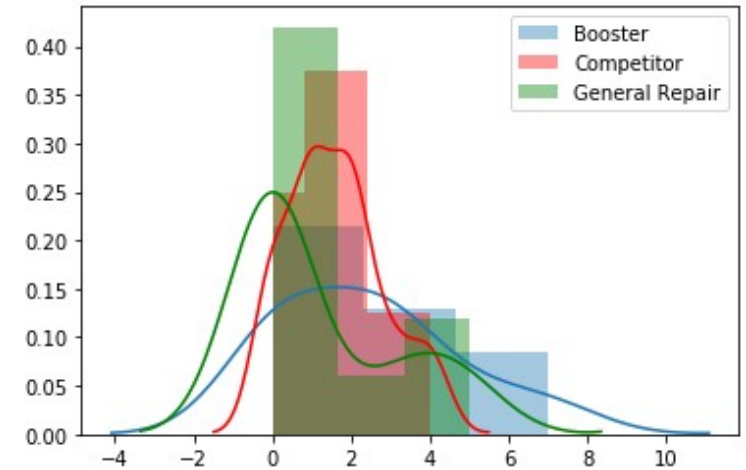
- 2017 Census from Boston available online, Boston official website (<https://data.boston.gov>)
- Boston's geolocation available for download at (<https://data.boston.gov>) Boston official website.
- Boston's Subway station download from <https://arcgis.com> USA official website.
- Limited access to companies' statistics information.
- Cleaned data composed of 10 features.

Young citizens evaluate more

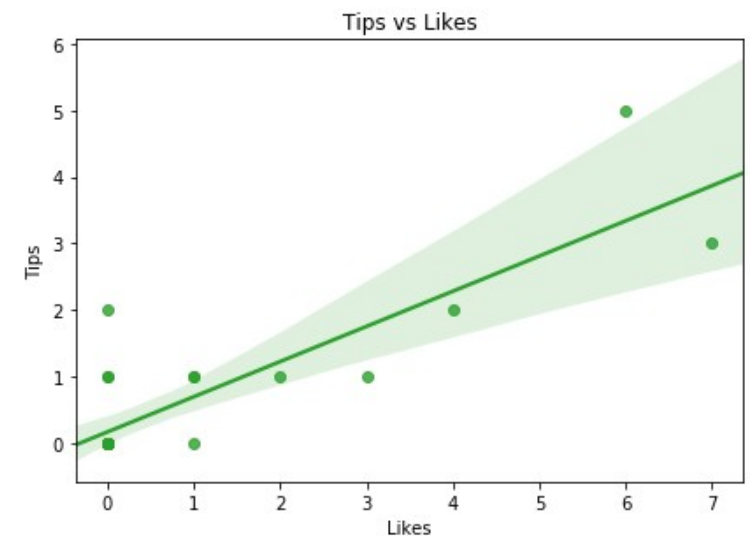
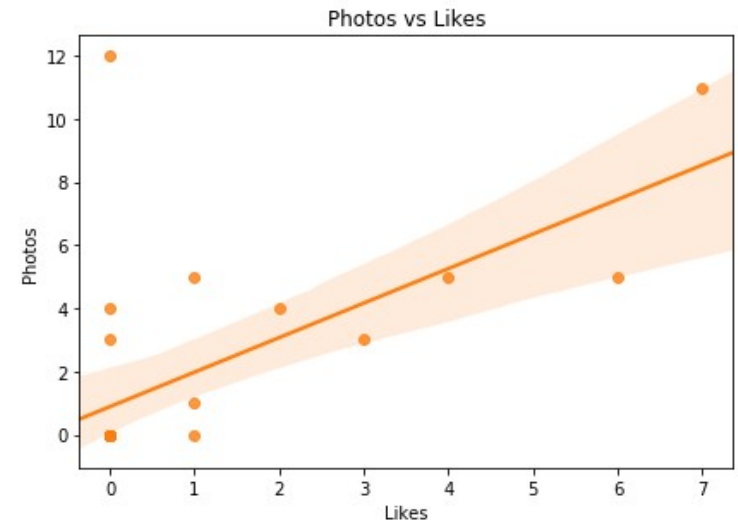
Store Evaluation per Neighborhood



Competitors and Booster neighbors Walking Together

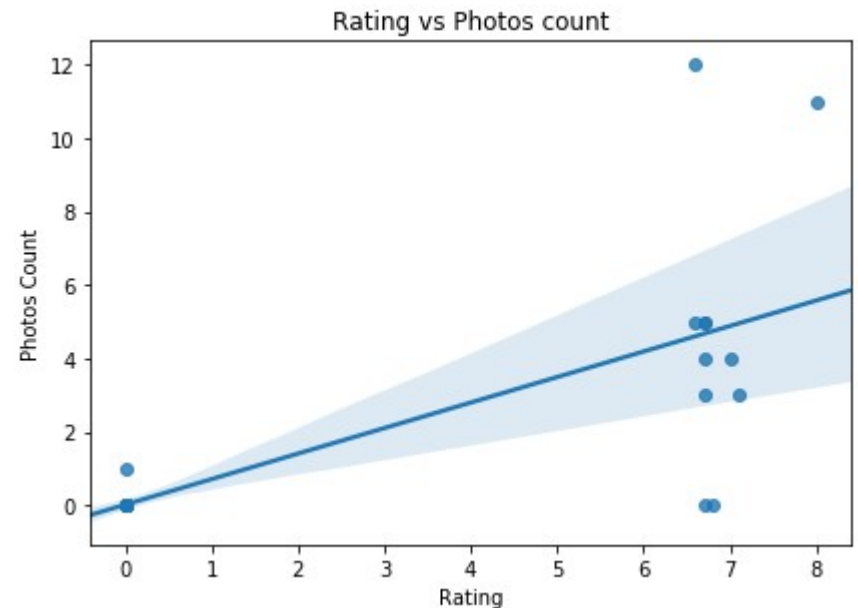


- The correlation could be strong if more data were available.
- If likes increase more photos could be available such as before-and-after services or images from the premises.
- Photos of the surrounding and neighborhood can attract more customers.
- As likes increase more tips are given.
- Customers are more inclined to accept tips from other customers.



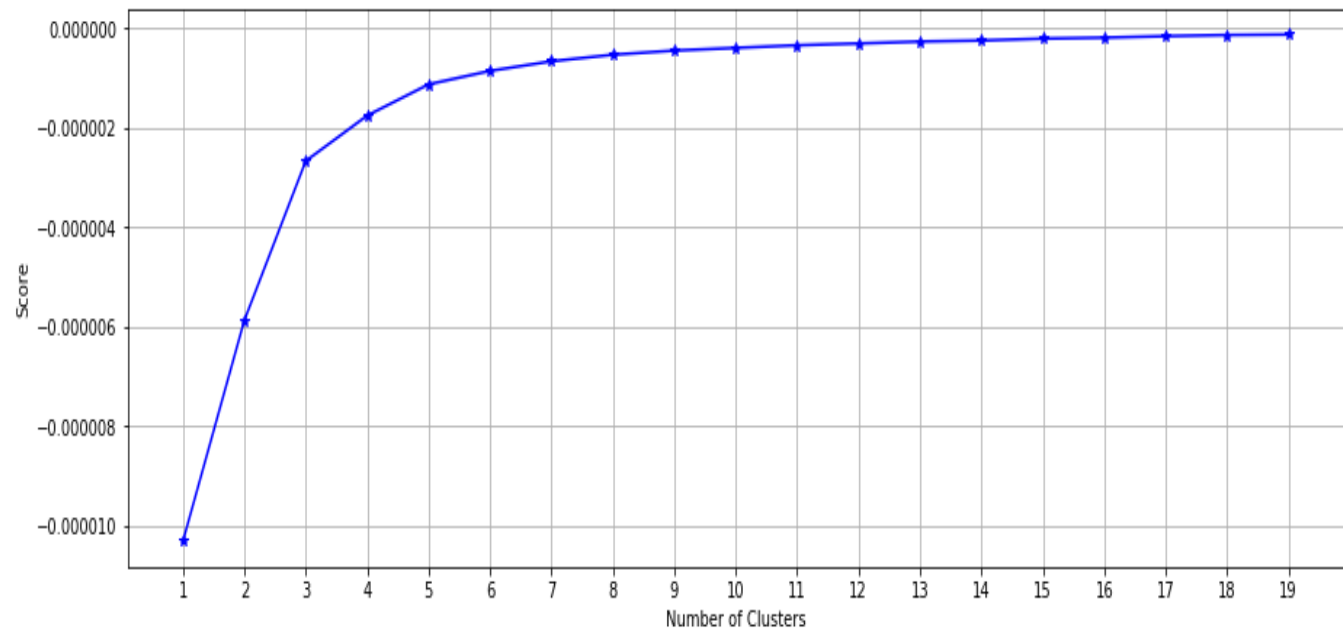
Ratings improving quality

- As the company improve its services quality the rating also increases.
- Photos could boost rating.



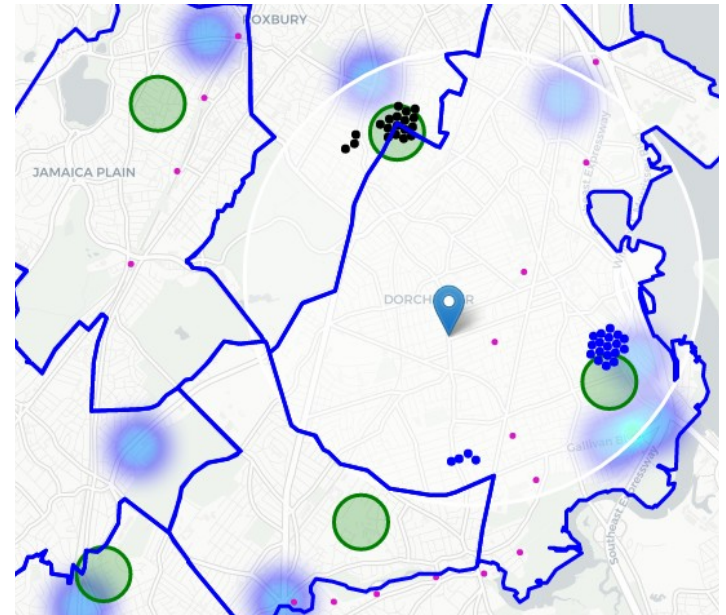
Elbow Curve - Ideal clustering

- After 8 cluster the model stops to improve
- Better results within the range of 6 to 8 clusters



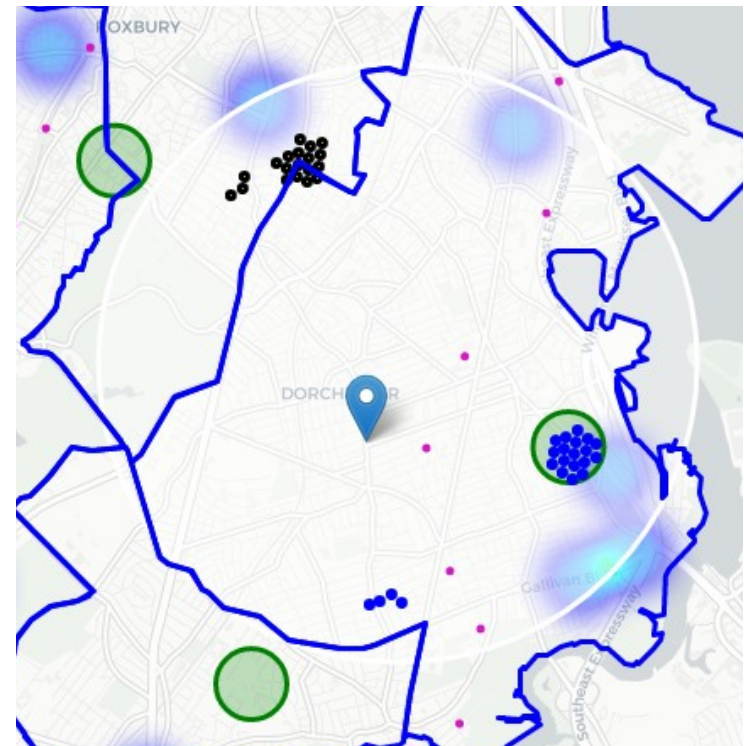
Predicting 8 regions

- The model will produce 8 regions to be analyzed.
- Two of our manually defined locations were inside the centroid radius.
- The “aimed location” (blue circle) is partially inside a centroid radius.
- Booster neighbors (black circle) had is totally inside a centroid radius.
- Four (blue circle) possible addresses located at south Dorscherster is pretty close to a centroid and subway station.



Predicting 6 regions

- The model will produce 6 regions to be analyzed.
- Two of our manually defined locations were inside the centroid radius.
- The “aimed location” (blue circle) produced a perfect result, it is completely inside a centroid radius.
- Booster neighbors (black circle) are far from the closest centroid.
- Four (blue circle) possible addresses located at south Dorscherster is close to a centroid and subway.



Conclusion & Future Directions

- Dorchester is a very likely candidate neighborhood to host the new business.
- Define a marketing plan to reach the greatest number as possible of customers.
- We should expand this study to the closest cities surrounding Boston.
- Allston had good results. But, the lack of information about its local businesses and not studying its surrounding cities reduced its chances.
- Allston and Brighton are considered as one region, increasing, even more, its chances.
- Try identify not just the best location, but, also the appropriate type of location such as the type of building.