**Objective**

To understand the data center market within the United States, the goal of this property database is to scrape publicly available data sources on the internet for all the available data for data center locations. One of the difficulties in this assignment is that the available datasets are behind pay walls in which consulting companies are charging large sums of money for the insights they have gathered. Thus, it is in our best interest if we can generate this dataset on our own and visually gather business intelligence from it.

**Methods and Key Data**

Determining which aspects of data centers is most pertinent to us depends on initially how the location of the data center was chosen. Primarily these depend on some key factors[[1]](#footnote-1):

* Proximity to end users
  + Computational requirements
  + Latency
* Reliability
  + Utility Availability
  + Workforce Resources
  + Risk of natural disasters
* Security and Compliance

Therefore, some key factors to look for in terms of data center locations should also include the following:

* Gross Power Usage (kW)
* Real Estate Footprint (sqft)
* Population of nearby cities
* City/State average energy prices

These factors would help to identify which data centers would be more desirable to a company based on the data center selection criteria in the above section.

**Assumptions and Limitations**

Due to the limited availability of free data and lack of time to do more in depth data scraping, I could not properly get the data centers’ power usage and real estate footprint properly joined with the data center location database. This is one of the key performance indicators needed to be obtained because of the capability to compare different data centers efficiencies. I also could not find a reliable data set for energy prices without having to go through time series analysis which I didn’t have the time or resources to do.

1. [How to Choose a Data Center Location: Best Practices and Strategy](https://www.nexcess.net/blog/how-to-choose-a-data-center-location-best-practices-and-strategy/) [↑](#footnote-ref-1)