Predicting Suitable Store Location

- ## Low incidents areas for new shops are a need.

  Comparing communities against each other to find the safest space for a new store is a requirement for any investor.

- ## Specialized Store Offerings that exist

  Using online services we can check for the saturation of the type of store you want to open.

- ## Community financial stability

  Opening a specialized store in a community where not everyone can afford its services wont be profitable for the investor.
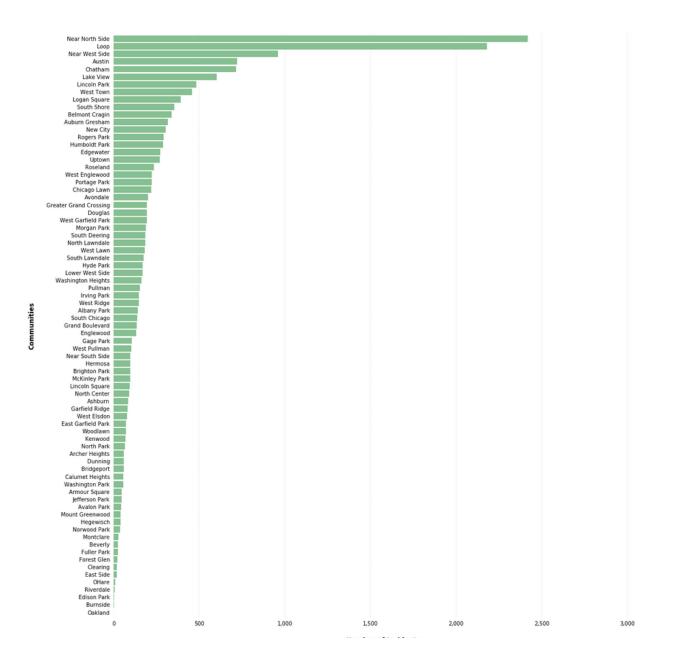
Data

- ## Chicago Incident Reports.

  Retrieved from the public safety section of the city web page. Filtered on the year 2018 and only incidents where the locations were Grocery Stores types where left in.

- ## Chicago Income Reports

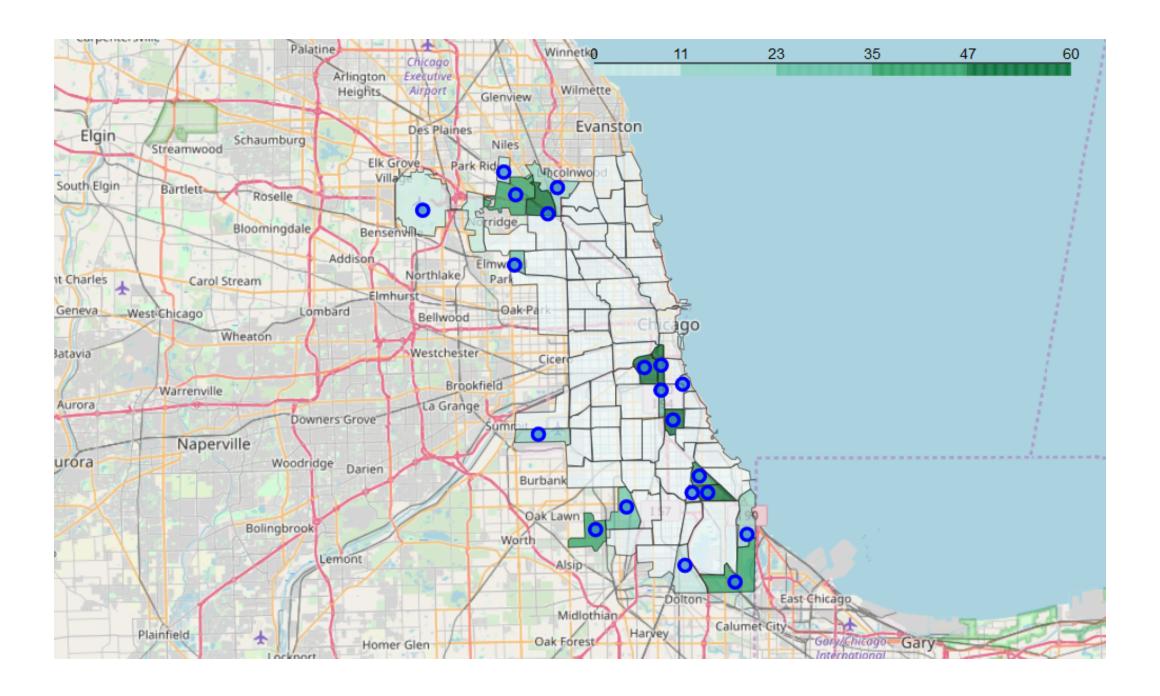 Retrieved from the health and human services section of the city web page.

- ## Data was cleaned

  The data sets were merged with each other totals calculated for each community.

- **Data Accessed and Areas Plotted**

  Looking at the data the bottom 20 is selected to display on screen. This indicated that the low incident areas are not located in one section of the city but distributed.

- ## FourSquare Data Service

  Using FourSquare service we retrieve a list per community of stored located there. This data is cleaned up and the top 10 common stores is merged with the community data.

- ## Community Selection

  The data is ordered by hardship index to display highest income to lowest income areas.

Community Area	Community Name	Incidents	PER CAPITA INCOME	HardshipIndex	Latitude	Longitude	1st Most Common Store	2nd Most Common Store	3rd Most Common Store	4th Most Common Store	5th Most Common Store	6th Most Common Store	7th Most Common Store	8th Most Common Store	9th Most Common Store	10th Most Common Store
9	Edison Park	4.0	40959	8.0	42.005733	-87.814004	Salon / Barbershop	Spa	Grocery Store	Photography Lab	Real Estate Office	Print Shop	Clothing Store	Cosmetics Shop	Nail Salon	Design Studio
12	Forest Glen	21.0	44164	11.0	41.991752	-87.751673	Financial or Legal Service	Miscellaneous Shop	Credit Union	Automotive Shop	Grocery Store	Currency Exchange	Salon / Barbershop	Nail Salon	Mobile Phone Shop	Boutique
72	Beverly	26.0	39523	12.0	41.718153	-87.671767	Salon / Barbershop	Boutique	Cosmetics Shop	Financial or Legal Service	Spa	Clothing Store	Miscellaneous Shop	Farmers Market	Women's Store	Storage Facility
74	Mount Greenwood	41.0	34381	16.0	41.698089	-87.708662	Cosmetics Shop	Salon / Barbershop	Women's Store	Electronics Store	Credit Union	Currency Exchange	Daycare	Deli / Bodega	Design Studio	Discount Store
10	Norwood Park	37.0	32875	21.0	41.985590	-87.800577	ATM	Automotive Shop	Furniture / Home Store	Flower Shop	Pet Store	Cheese Shop	Real Estate Office	Hardware Store	Farmers Market	Daycare
76	OHare	9.0	25828	24.0	41.973101	-87.906768	Newsstand	Electronics Store	Miscellaneous Shop	Chocolate Shop	Bookstore	Gift Shop	Credit Union	Convenience Store	Food & Drink Shop	Accessories Store
11	Jefferson Park	47.0	27751	25.0	41.969738	-87.763118	Salon / Barbershop	Bank	Automotive Shop	Financial or Legal Service	Pharmacy	Video Store	Laundry Service	Paper / Office Supplies Store	Other Repair Shop	Convenience Store
64	Clearing	19.0	25113	29.0	41.780588	-87.773388	Salon / Barbershop	Video Store	Nail Salon	ATM	Credit Union	Pharmacy	Office	Real Estate Office	Record Shop	Business Service
48	Calumet Heights	57.0	28887	38.0	41.730035	-87.579213	Salon / Barbershop	Furniture / Home Store	Hardware Store	Pharmacy	Gas Station	Laundry Service	Auto Workshop	Automotive Shop	Women's Store	Dry Cleaner
45	Avalon Park	45.0	24454	41.0	41.745035	-87.588658	Salon / Barbershop	Automotive Shop	Nail Salon	Boutique	Car Wash	Miscellaneous Shop	Health Food Store	Health & Beauty Service	Pet Service	Mobile Phone Shop
60	Bridgeport	59.0	22694	43.0	41.837938	-87.651028	Automotive Shop	Pharmacy	Bank	Grocery Store	Laundry Service	Convenience Store	Mobile Phone Shop	Massage Studio	Insurance Office	Salon / Barbershop
55	Hegewisch	40.0	22677	44.0	41.653646	-87.546988	Bank	Salon / Barbershop	Laundry Service	Grocery Store	Hardware Store	Pet Store	Discount Store	Market	Currency Exchange	Automotive Shop
18	Montclare	27.0	22014	50.0	41.925309	-87.800893	Automotive Shop	Salon / Barbershop	Furniture / Home Store	Grocery Store	Bank	Liquor Store	Optical Shop	Cosmetics Shop	Nail Salon	Clothing Store
52	East Side	19.0	17104	64.0	41.694618	-87.533387	Convenience Store	Video Store	Health & Beauty Service	Salon / Barbershop	Automotive Shop	Bank	Electronics Store	Credit Union	Currency Exchange	Daycare
36	Oakland	0.0	19252	78.0	41.823653	-87.608242	Salon / Barbershop	Gas Station	Health & Beauty Service	Discount Store	Grocery Store	Pharmacy	Furniture / Home Store	Liquor Store	Daycare	Optical Shop
47	Burnside	3.0	12515	79.0	41.730035	-87.596714	Salon / Barbershop	Convenience Store	Electronics Store	Cosmetics Shop	Credit Union	Currency Exchange	Daycare	Deli / Bodega	Design Studio	Discount Store
34	Armour Square	48.0	16148	82.0	41.840033	-87.633107	Automotive Shop	Gas Station	Spa	Salon / Barbershop	Grocery Store	Event Service	Massage Studio	Miscellaneous Shop	Nail Salon	Cosmetics Shop
40	Washington Park	55.0	13785	88.0	41.792534	-87.618105	Salon / Barbershop	Gas Station	Grocery Store	Liquor Store	Convenience Store	Record Shop	Recycling Facility	Mobile Phone Shop	Bookstore	Miscellaneous Shop
37	Fuller Park	24.0	10432	97.0	41.818089	-87.632551	Gas Station	Automotive Shop	Cosmetics Shop	Gourmet Shop	Liquor Store	Recycling Facility	Salon / Barbershop	Convenience Store	Discount Store	Credit Union
54	Riverdale	6.0	8201	98.0	41.667835	-87.604964	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN

Assessment

- ## Choices

    Even tough you want to open in a high income area you will have competition from other Grocery stores.

    Best option is to look for a community in the middle where the crime incidents are not too high but the income per capita is till high enough to make a profit.

    Reviewing the common store columns you can get an indication of the level of competition.