

The City of San Diego CA

By Neha Y

BUSINESS PROBLEM:

Relocation is always a difficult task when we have to select between the cities. It is always a good idea to gather some information about the place you are planning to move and check if it is similar to your liking. Some initial survey greatly helps in taking the decision of whether should consider moving to that place or not. Everyone has a different criteria to define the best place they want to live in. for example- Best schools nearby, low crime rate, housing prices etc.

Objective of Analysis:

- The objective is to help people who are considering moving to San Diego and help them in deciding whether the city is similar to their liking or not and if it interests them enough to settle in .

Proposed Approach:

We are going to analyze following factors that will give us a general idea about the city of San Diego.

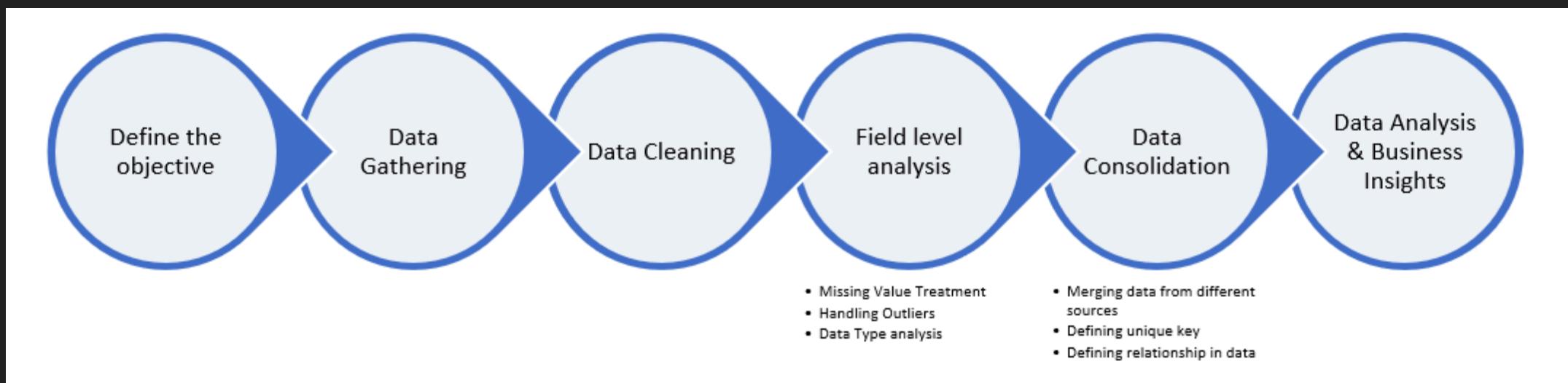
- Geography
- Demographics
- Crime Rate
- Neighborhood Exploration

Datasets:

- https://en.wikipedia.org/wiki/San_Diego
- <https://www.sandag.org/index.asp?classid=14&subclassid=21&projectid=446&fuseaction=projects.detail>
- <https://simplemaps.com/data/us-cities>

All these datasets are publicly available.

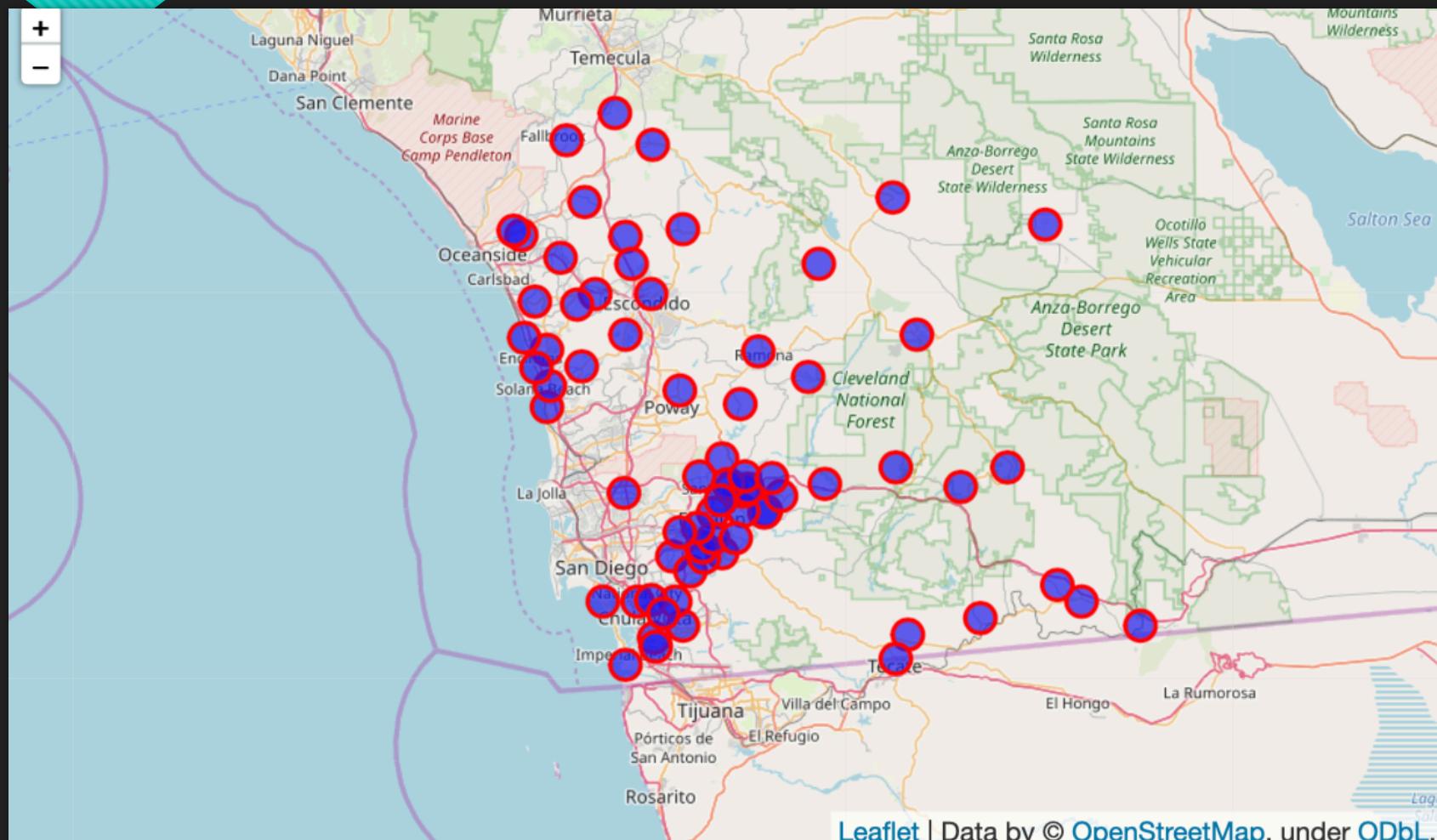
Methodology:



Img Ref: <https://medium.com/datadriveninvestor/data-analytics-step-by-step-approach-757c6a0bd8a2>

Results of Analysis:

1. Map of Neighborhoods of San Diego



Most Popular Venues in San Diego:

Restaurants:

	County	density	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
15513	San Diego	986.0	0.0	American Restaurant	Italian Restaurant	Coffee Shop	Hotel Bar	New American Restaurant
15619	San Diego	6016.4	0.0	Fast Food Restaurant	Japanese Restaurant	Pizza Place	Mexican Restaurant	Sushi Restaurant
15637	San Diego	1296.0	0.0	Fast Food Restaurant	Mexican Restaurant	Sandwich Place	Pizza Place	Japanese Restaurant
15715	San Diego	1188.0	0.0	Park	Yoga Studio	Discount Store	Farm	Falafel Restaurant
15775	San Diego	1523.0	0.0	Burger Joint	Fast Food Restaurant	Bakery	Sandwich Place	Shopping Mall
15784	San Diego	3254.0	0.0	Taco Place	Auto Dealership	Mexican Restaurant	Convenience Store	Pub
15792	San Diego	2615.1	0.0	Pool	American Restaurant	Disc Golf	Farm	Falafel Restaurant
15828	San Diego	2097.0	0.0	Italian Restaurant	Coffee Shop	Yoga Studio	Farm	Falafel Restaurant

Services:

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SD_merged.loc[SD_merged['Cluster Labels'] == 2, SD_merged.columns[[1] + list(range(5, 10))]]
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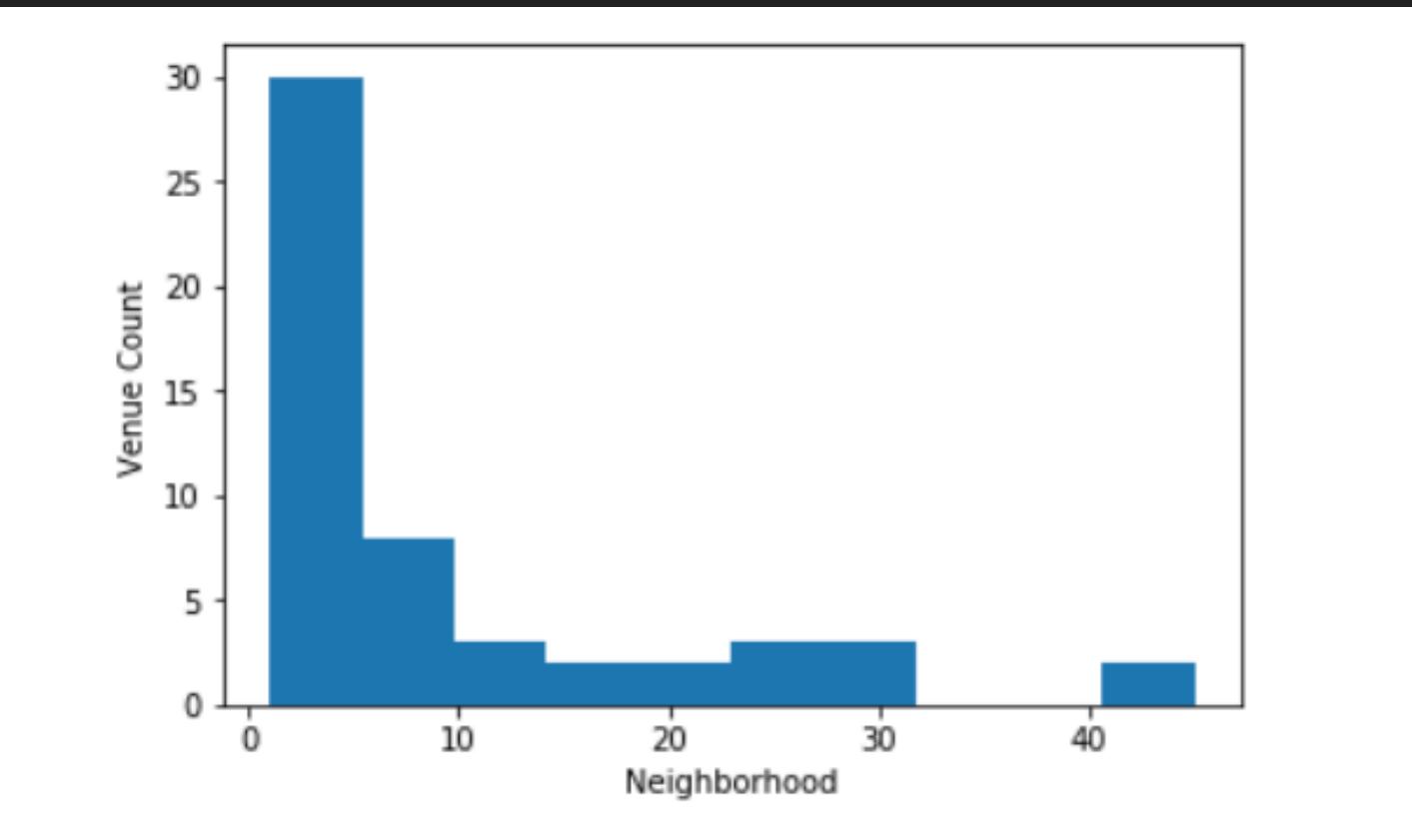
	County	density	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
15608	San Diego	2417.9	2.0	Home Service	Business Service	Yoga Studio	Discount Store	Farm
16932	San Diego	494.0	2.0	Business Service	Yoga Studio	Comic Shop	Farm	Falafel Restaurant

Markets:

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SD_merged.loc[SD_merged['Cluster Labels'] == 3, SD_merged.columns[[1] + list(range(5, 10))]]
```

	County	density	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
16638	San Diego	1667.3	3.0	Flea Market	Yoga Studio	Farmers Market	Falafel Restaurant	Fabric Shop

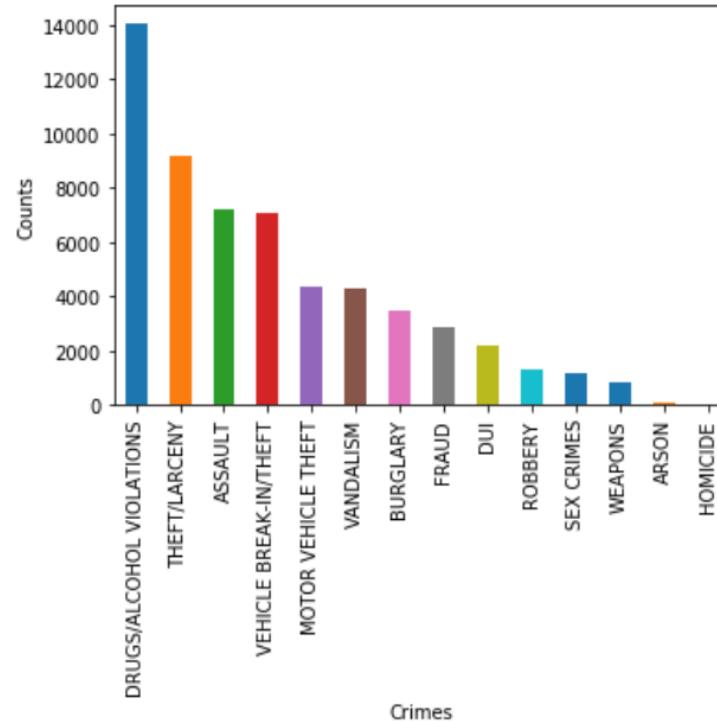
Total venues in neighborhood of San Diego:



San Diego Demographics:

	Racial composition	2010	1990	1970	1940
0	White	58.9%	67.1%	88.9%	96.9%
1	—Non-Hispanic	45.1%	58.7%	78.9%[99]	n/a
2	Black or African American	6.7%	9.4%	7.6%	2.0%
3	Hispanic or Latino (of any race)	28.8%	20.7%	10.7%[99]	n/a
4	Asian	15.9%	11.8%	2.2%	1.0%

San Diego Crime Statistics:



Conclusion:

- San Diego has been called "the birthplace of California". San Diego is the eighth-largest city in the United States and second-largest in California. Over all the neighborhoods of San Diego has many interesting places including different types of restaurants, markets, gym and bars including stables for the people who enjoy riding. The demographics show that there is a good mix of racial composition since 2010. The crime data analysis can be little better but has shown decrease in total number of crimes over the years.

So, Overall San Diego is a pretty great city if you are considering a change of location.