

# **CAPSTONE PROJECT**

## **THE BATTLE OF NEIGHBORHOODS**

### **(WEEK 1)**

NEIGHBORHOOD TO MOVE IN SF BAY AREA FOR  
MILLENNIALS



# INTRODUCTION

Silicon Valley is the top job destination for young millennials working in tech sectors. Even at a ten-year low, San Francisco Bay area added 38,000 net residents. A typical household in bay area earns around \$96K compared to national median income of \$57 K (Reference: [weath-maps-cities-san-francisco-bay-area](#)).

Despite region's wealth, younger homeownership rate is a fraction of what it is elsewhere. Thus, bay area has been on a rental apartment construction drive for a last decade. With abundance of places to stay, it has been confusing for several new arrivers to figure out where to rent. Bay area lease terms are at minimum a year with significant amount for deposit. Thus, make a right decision is crucial.

## BUSINESS PROBLEM

With this issue of choice overload, it will be useful for millennials moving in to bay area, to have neighborhoods classified for them to make an informed judgement.

In order to make recommendations, there are two factors to be considered – Desired lifestyle & budget

### Life Style

Target age group will prefer an active lifestyle which has a significant level of "Things to Do" in a walking distance.

Based on the Bookings article "The millennial generation: A demographic bridge to America's diverse future" <https://www.brookings.edu/research/millennials/>, millennials prefer marrying to other races. Thus, this age group also prefers high ethnic diversity and having a diverse neighborhood should be of higher attraction.

### Cost of Living

Since the target demography is Millennials, its crucial to keep in mind the cost of living. Rent cost is the biggest factor in bay area which determines the cost of living. This app will also classify the neighborhoods based on their average cost of living.