# The Battle of Neighborhoods

**NEIGHBORHOOD TO MOVE IN SF BAY AREA FOR MILLENNIALS**

# Introduction

## Goal:

- Provide relevant information to millennials moving to bay are on where to stay

## Business Problem

- 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.
- 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.
- Bay area lease terms are at minimum a year with significant amount for deposit. Thus, make a right decision is crucial.

# Approach

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

## **Life Style**

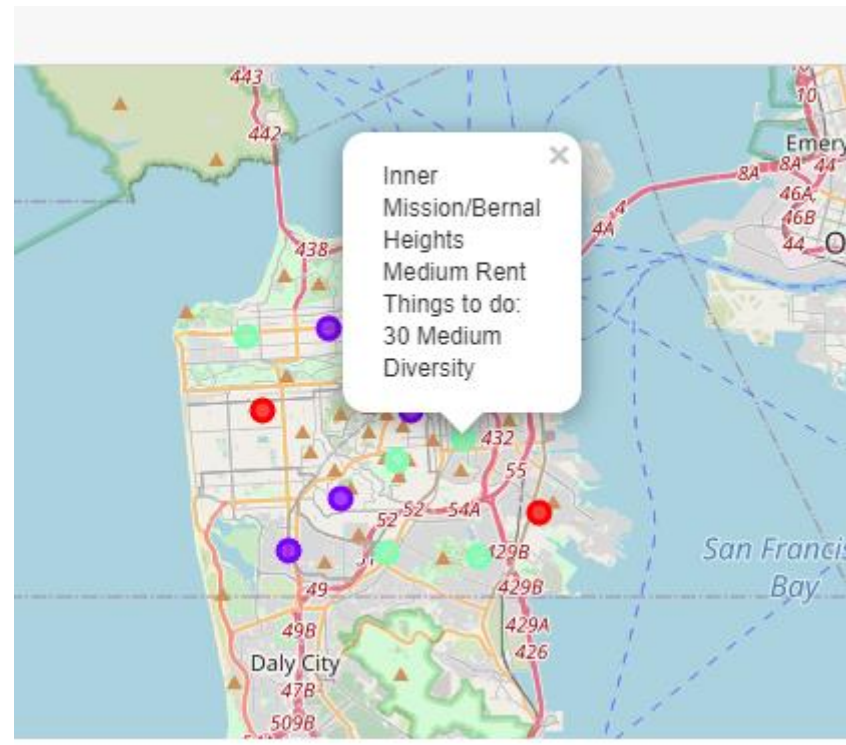- Plenty of option for things to do

- Diverse Neighborhood

## **Cost of Living**

- Low cost of living

# Data

| Data | Purpose | Source |
|------|---------|--------|
| SF Neighborhood Data | Get Neighborhood information for San Francisco | • We will get the Zip Code and Longitude/Latitude data from geonames.org. They have San Francisco data on the following webpage https://www.geonames.org/postal-codes/US/CA/075/san-francisco.html<br>• Once we have that data, we will have to merge it with the neighborhood data which is made available by www.healthysf.org on their webpage http://www.healthysf.org/bdi/outcomes/zipmap.htm |
| SF Diversity Data | Understand Diversity of the neighborhood | • For this project, we will consider diversity as the average population of a region divide by the maximum population for a given race. The larger this number, more diverse the neighborhood.<br>• To calculate this information, we will take the census data from "Bay Area Census". This information is available at http://www.bayareacensus.ca.gov/small/PL94-171CensusTracts.xls |
| SF Rental Data | Understand cost of living for a Neighborhood | • Government maintains median rent for a given zip code for the whole country. This data is available at https://www.hud.gov/sites/dfiles/Housing/documents/2020MedianGrossRentbyZipCode.xlsx |
| Things to Do Data | Understand the lifestyle offering for a neighborhood | • To get this information, I will be using the Foursquare API. Since I have the neighborhood, longitude, latitude data available in "SF Neighborhood Data" I will be able to get the "venue Category" from the explore function.<br>• I can further count the number of "Venue Category" to calculate things to do in that Neighborhood |

# Interactive Map

# Recommendation Table

| | Neighborhood | Rent Level | Things to do | Diversity of Neighborhood |
|---|---|---|---|---|
| 0 | Potrero Hill | Medium Rent | 30 | Medium Diversity |
| 1 | St. Francis Wood/Miraloma/West Portal | High Rent | 6 | Low Diversity |
| 2 | Marina | Medium Rent | 30 | High Diversity |
| 3 | South of Market | Low Rent | 30 | Medium Diversity |
| 4 | Lake Merced | Medium Rent | 19 | Low Diversity |
| 5 | North Beach/Chinatown | Low Rent | 30 | Low Diversity |
| 6 | Twin Peaks-Glen Park | Medium Rent | 19 | Medium Diversity |
| 7 | Hayes Valley/Tenderloin/North of Market | Low Rent | 30 | Low Diversity |
| 8 | Castro/Noe Valley | Medium Rent | 30 | Low Diversity |
| 9 | Western Addition/Japantown | Medium Rent | 30 | Medium Diversity |
| 10 | Bayview-Hunters Point | Low Rent | 25 | High Diversity |
| 11 | Haight-Ashbury | Medium Rent | 30 | High Diversity |
| 12 | Inner Richmond | Medium Rent | 30 | Low Diversity |
| 13 | Visitacion Valley/Sunnydale | Medium Rent | 4 | Medium Diversity |
| 14 | Outer Richmond | Medium Rent | 30 | Medium Diversity |
| 15 | Sunset | Medium Rent | 30 | High Diversity |
| 16 | Polk/Russian Hill (Nob Hill) | Medium Rent | 30 | Medium Diversity |
| 17 | Ingelside-Excelsior/Crocker-Amazon | Medium Rent | 30 | Medium Diversity |
| 18 | Inner Mission/Bernal Heights | Medium Rent | 30 | Medium Diversity |

# Conclusion

- This program makes all the critical data pertaining to SF neighborhood available to the millennials moving to San Francisco

- Based on this data, places like "Bayview-Hunters Point" or "Haight-Ashbury" will be a neighborhood where millenial renters will get a great value for money