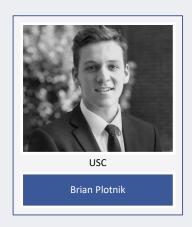


Team Kermit









MENTOR: Scott – Our Hero

THE QUESTIONS

I am thinking about opening a business in San Francisco. The problem is, I'm not very familiar with San Francisco so I need help. I want someone to:

- 1. Help me understand the business landscape in San Francisco.
- 2. Help me figure out what type of business I should open and where.

San Francisco Business Landscape in 5 most recent years Top Industries By Neighborhood

Financial District 1) Tech 29% 2) Real Estate 21% 3) Financial Services 10% South of Market an Hill • Top 5 neighborhoods with the 1) Real Estate 19% 2) Tech 15% Financial District 3) Information 8% most businesses open Seacliff owntown/Civic Cent Mission Inner Richmond South of Market 1) Accommodations 17% Outer Richmond 2) Tech 15% Top 3 industries according to 3) Real Estate 10% Golden Gate Park Mission Bay each neighborhood with their Castro/Upper Market Inner Sunset Mission Potrero Hill Outer Sunset Bavview market share percentage 1) Construction 16% Twin Peaks Noe Valley 2) Retail Trade 9% 3) Food Services 9% Bernal Heights Parkside Diamond Heights/Glen Park West of Twin Peaks Bayview Outer Mission Sunset/Parkside Excelsion 1) Accommodations 18% 2) Tech 11% Ocean View 3) Construction 11% Visitacion Valley

Crocker Amazon

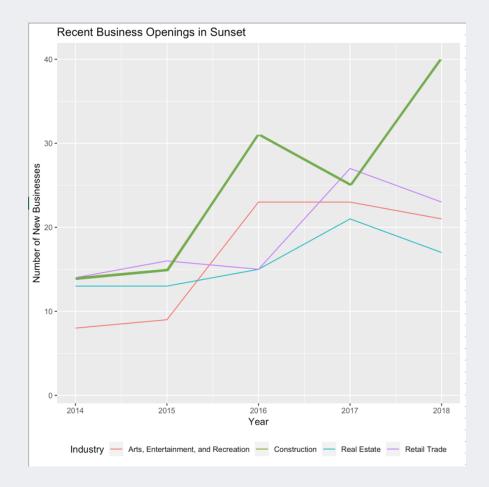
METHODOLOGY

Pattern:

- Tech, Real Estate, Accommodation and food are trending across the neighborhoods
- ➤ Annual Growth rate in "Construction" in 2 leading regions of 5 recent years:
 - Bayview: decreasing 8% YoY
 - Sunset/Parkside: increasing 17% YoY

> Special insights:

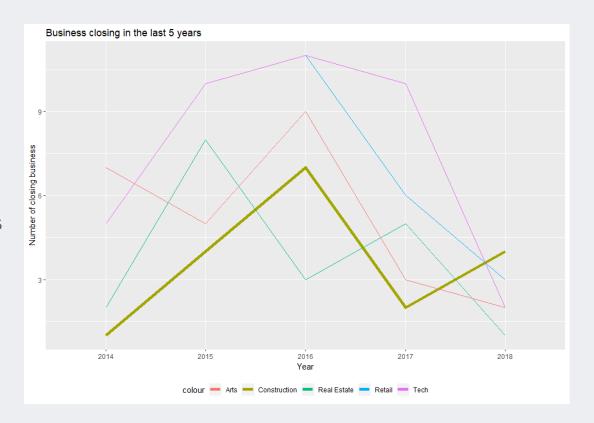
- Choose Sunset neighborhood to conduct further investigation due to increasing growth rate
- Promising market to enter "Construction" only booms in the last 5 years & currently on the rising trend



Guard Rail Metrics

Unsuccessful Business Rate:

- Out-of-business rate: -21% YoY
 Lowest Unsuccessful Rate among the top 5
 growing industry
 - ✓ Stable business to enter



Recommendation

Open a Green Construction Business in the Sunset

- **►** Large Labor Pool
 - **Population:** 81k (9% of SF total)
 - Ages 18 34: 60% of Sunset population
- **→** High Demand:
 - 46% of firms are planning new green construction -> new green working space construction opportunities
 - High demand from nearby business booming neighborhood in Real Estate & Accommodation

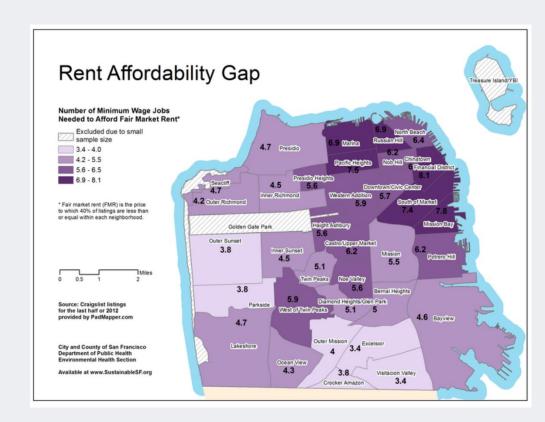
- **▶** Right Mix of Educational Level:
- At most associate degree 52%
- Bachelor and higher 48%
- Strong acceleration of Environmental and Architecture study of nearby colleges



Cost Effect

→ Operation Cost:

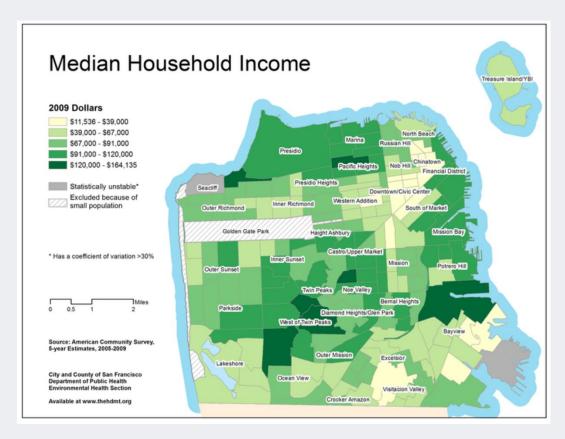
 On average of \$2,500 - 2x cheaper than other high population-dense location



Cost Effect

➤ Median Income:

- In the sweet spot of average \$91k
 for neighborhood medium income
- Save on labor cost
- High neighborhood life-quality



Competitive Analysis

→ Green Business Landscape:

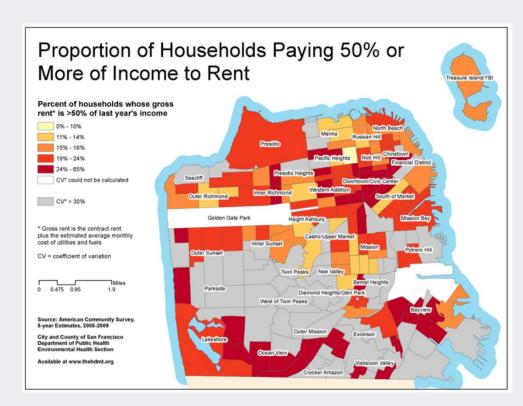
- Saturated in Financial District Are 27%
- Sunset 2%
- ✓ Advantage of staying nearby high demand areas with less competition



Green businesses are enterprises that have minimal negative impact on the global or local environment, community, society, or economy.

Community Impacts

- Provide more jobs and place to live for better SF community
 - 17% of Sunset residents suffer from Rental Burden



Product Recommendation

@Instagram

New Businesses Near Me

How this dataset could improve Facebook product?

- Make it easier for people to discover new local businesses
- It will enhance communities by connecting people with their neighborhood, closed connection and accelerate more personal interactions

