Reid Webber
January 2020

Battle of the Neighborhood
Boston

Background

A family is facing a move to the Boston area. The husband's company is transferring him to the company's U.S. headquarters which is located northwest of Boston. The spouse found a job in downtown Boston working at the New England Aquarium as a marine biologist. They prefer living in a single home in the suburbs and not downtown Boston. Their children are grown, and they do not have to worry about schools in the area.

Problem

The move must happen quickly. The family has found a real estate agent who has been sending lots of emails on homes within 25 kilometers of Boston and sharing too much information for them to make a decision. The family has a three-day weekend to search for homes and they want to narrow their search to the best neighborhood in order to maximize the amount of time looking at homes.

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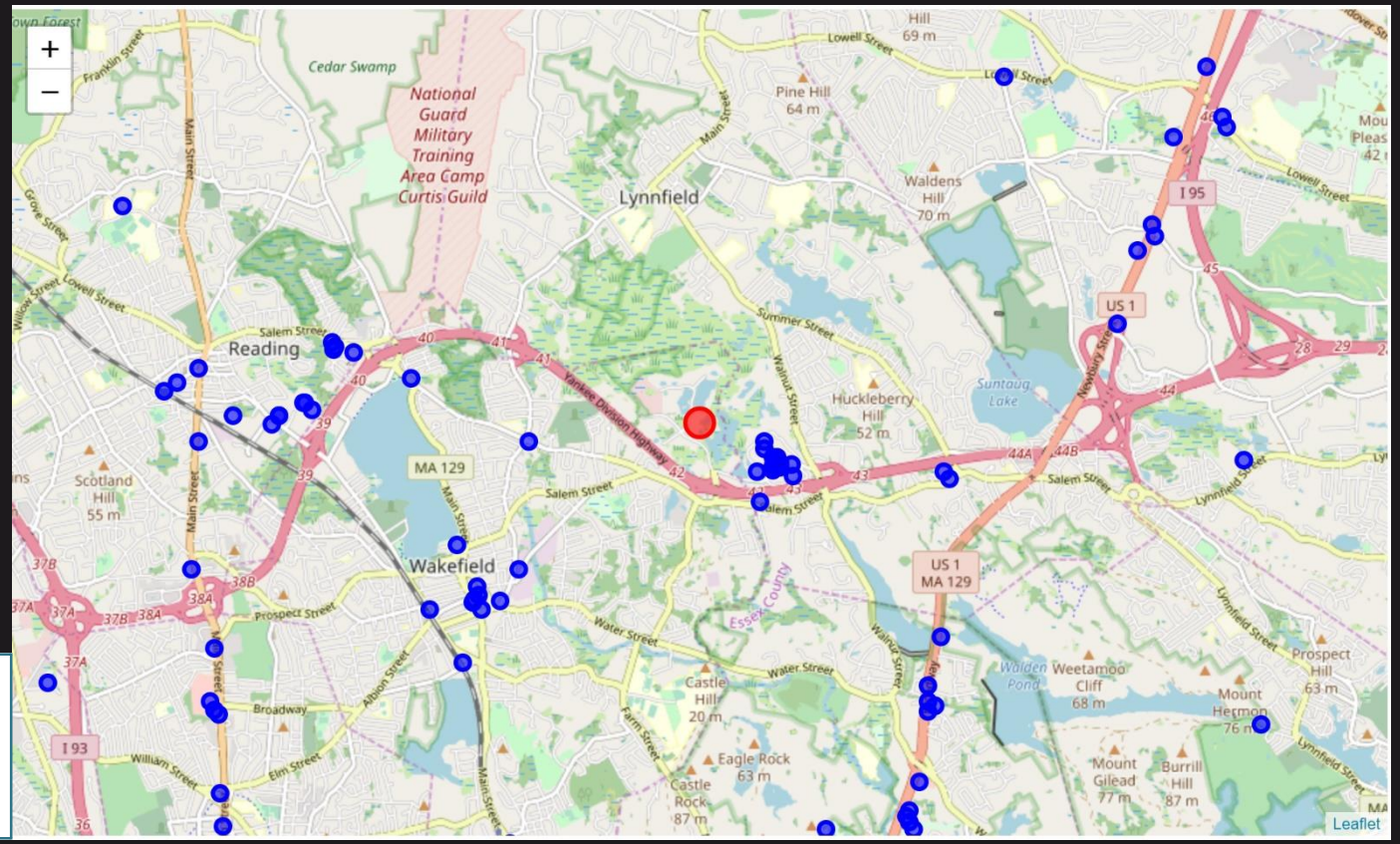

Search for venues within a 10 km radius of the new office building identified 100 venues.

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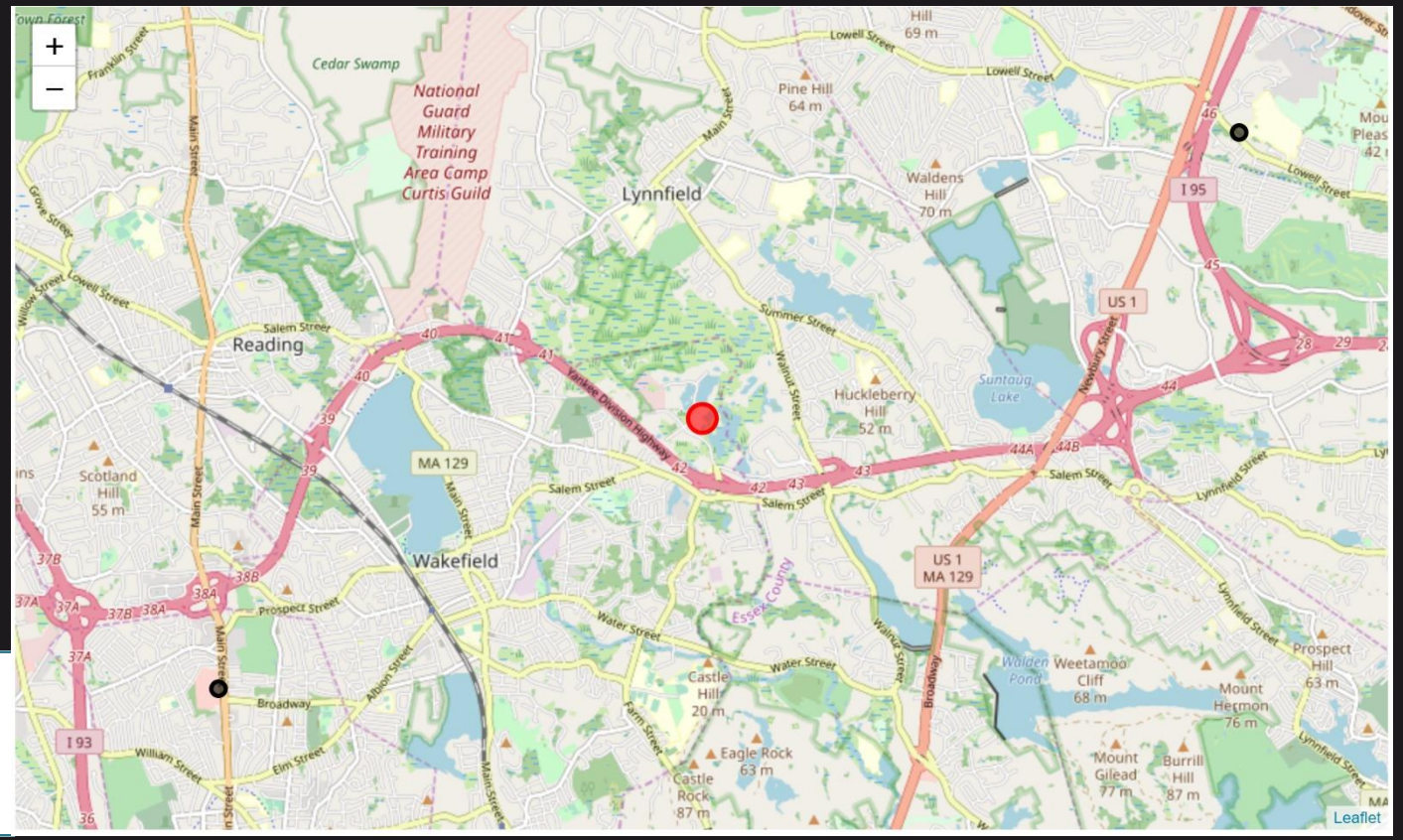

Legend

Mall

Search for shopping malls within a 10 km radius of the new office building identified 7 malls.

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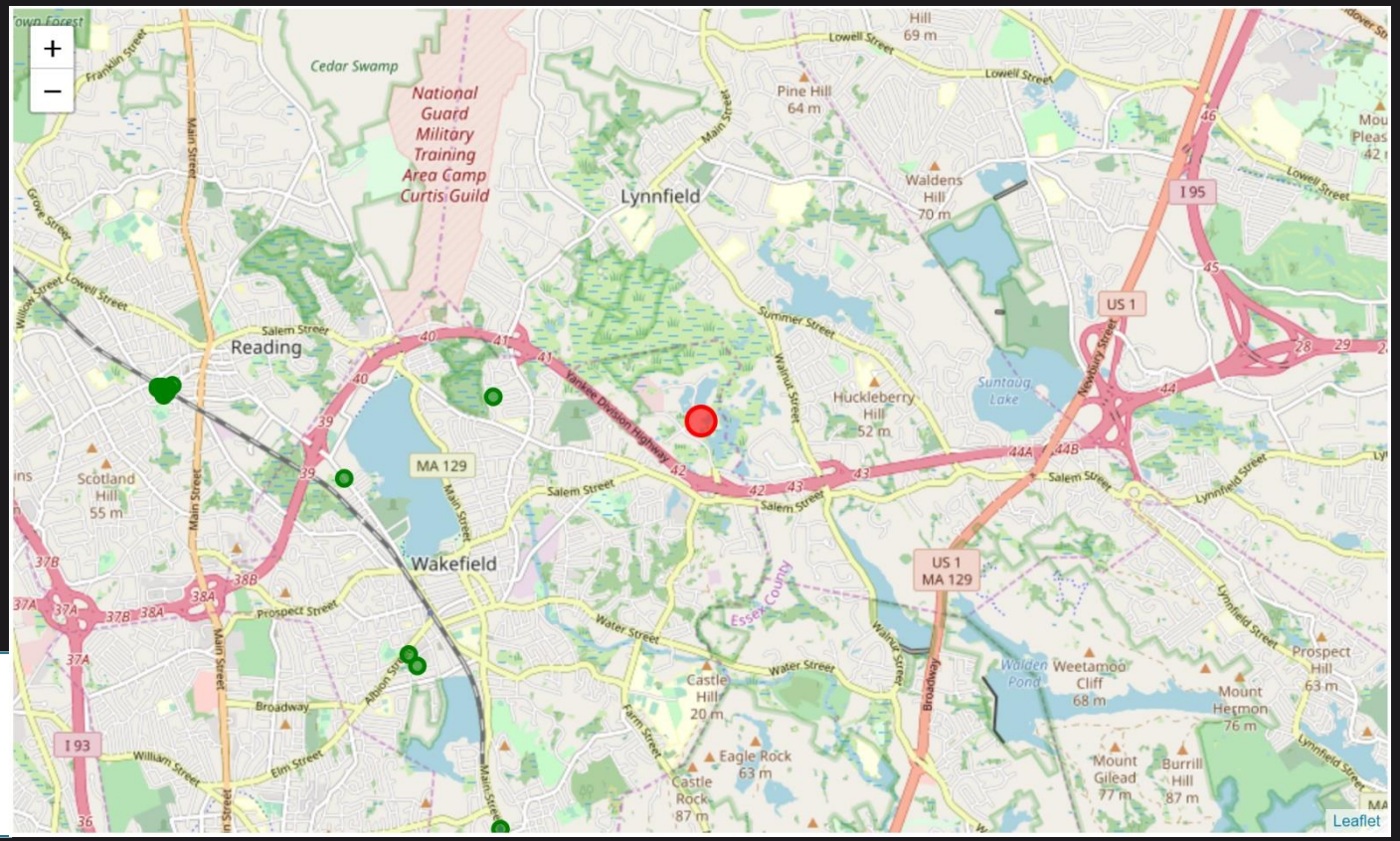

Search for train and metro stations within a 10 km radius of the new office building identified 50 locations.

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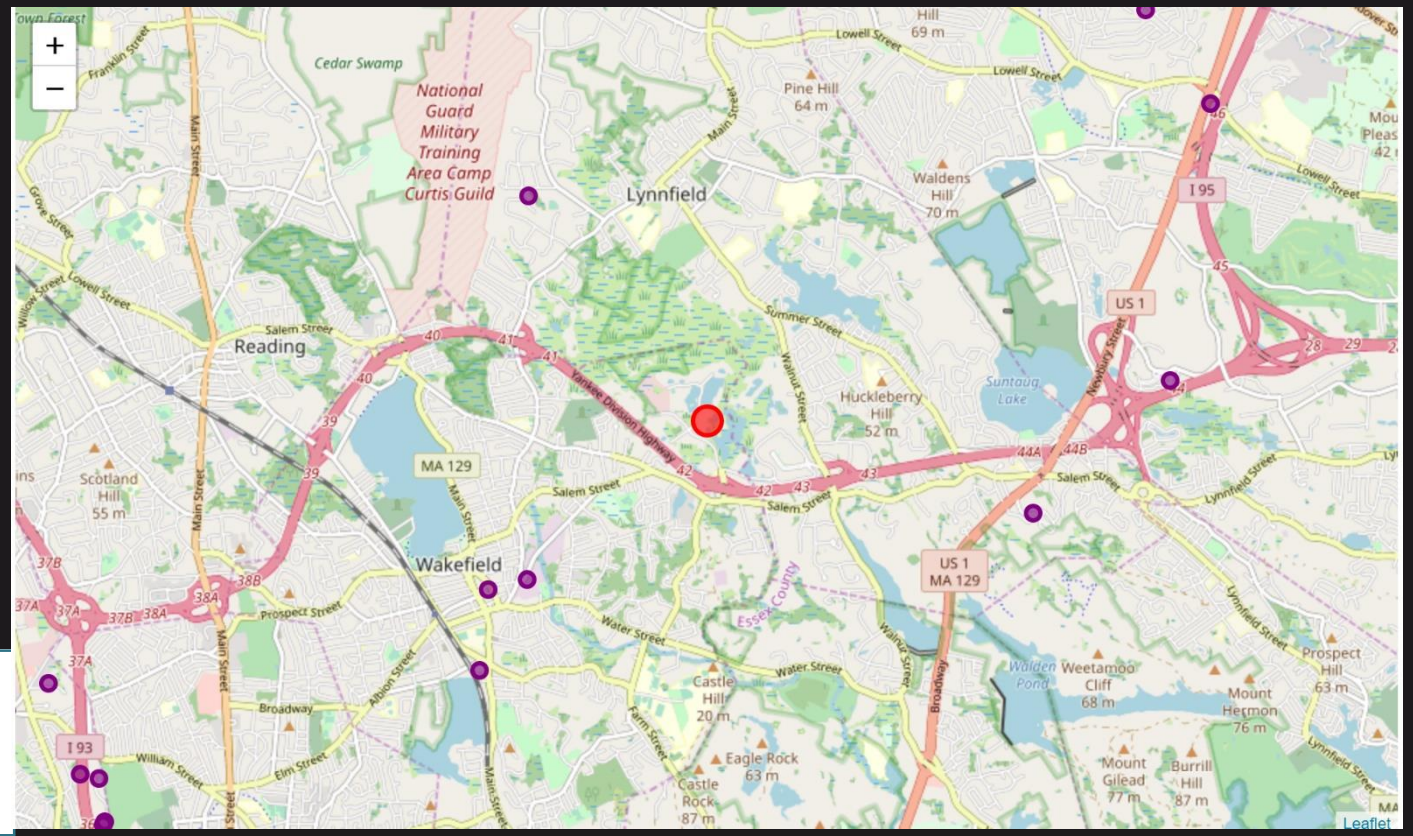

Legend

Gym

Search for gyms within a 10 km radius of the new office building identified 50 locations.

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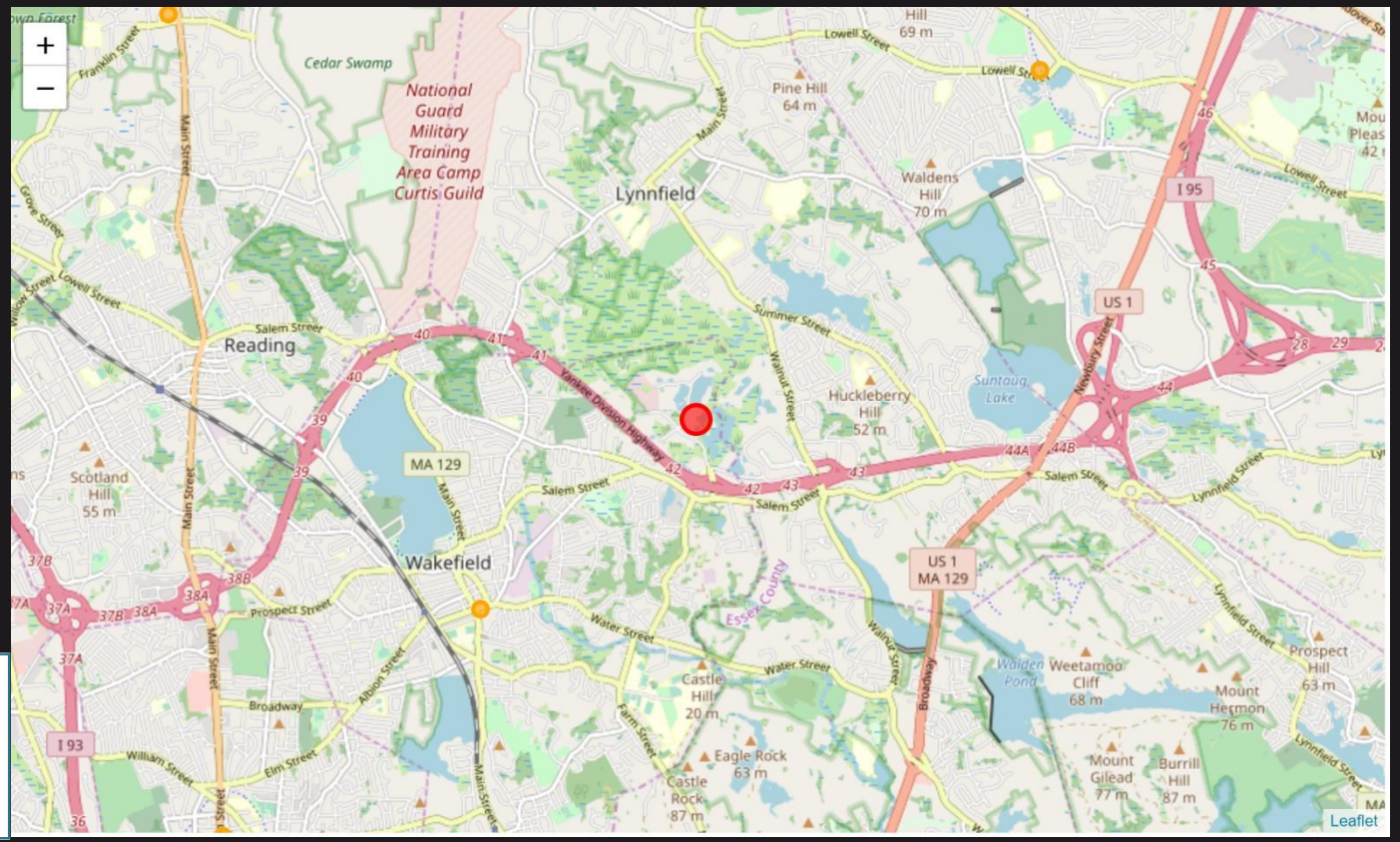

Legend

Hardware

Search for hardware stores within a 10 km radius of the new office building identified 22 locations.

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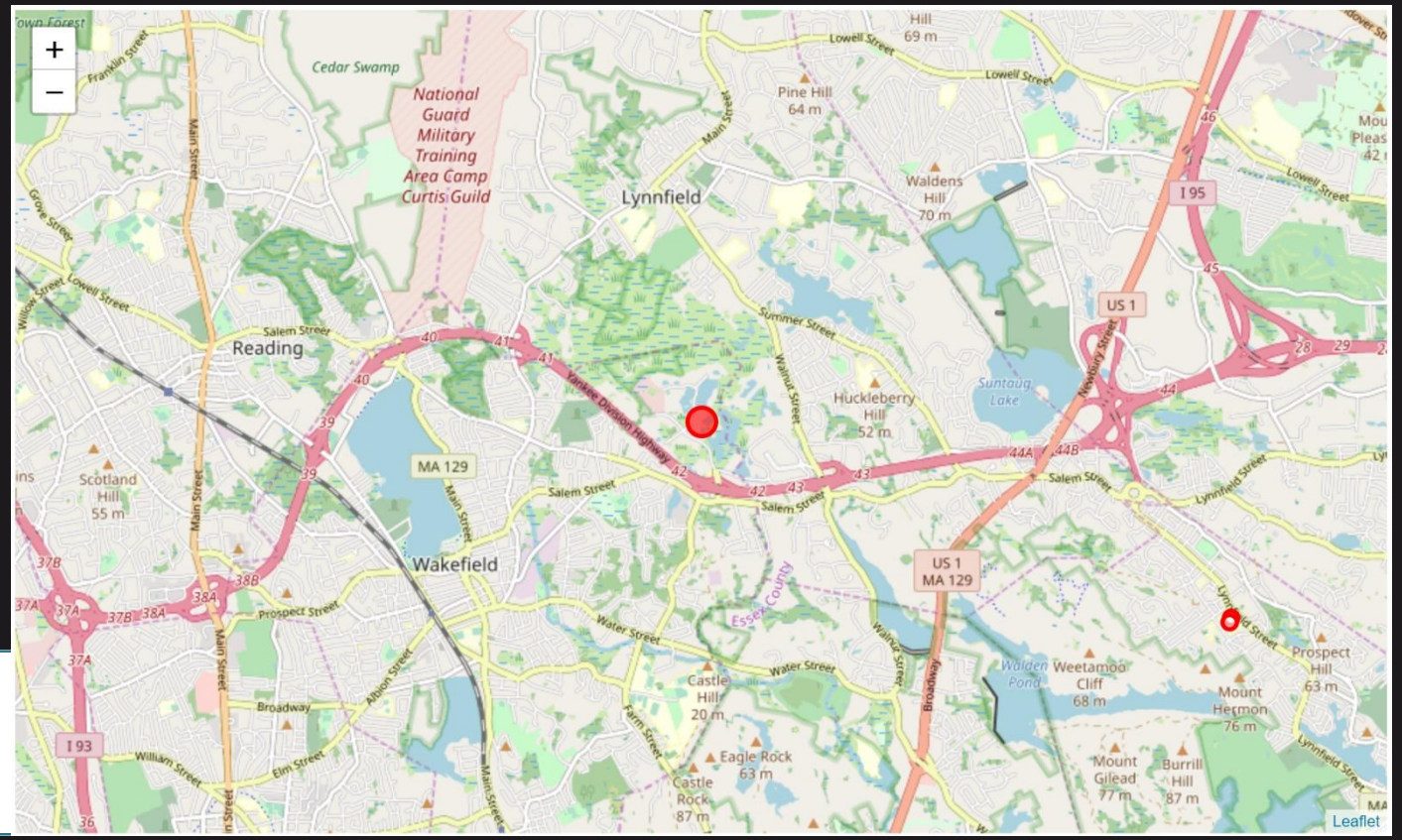

Legend

Hospital

Search for hospitals within a 10 km radius of the new office building identified 50 locations.

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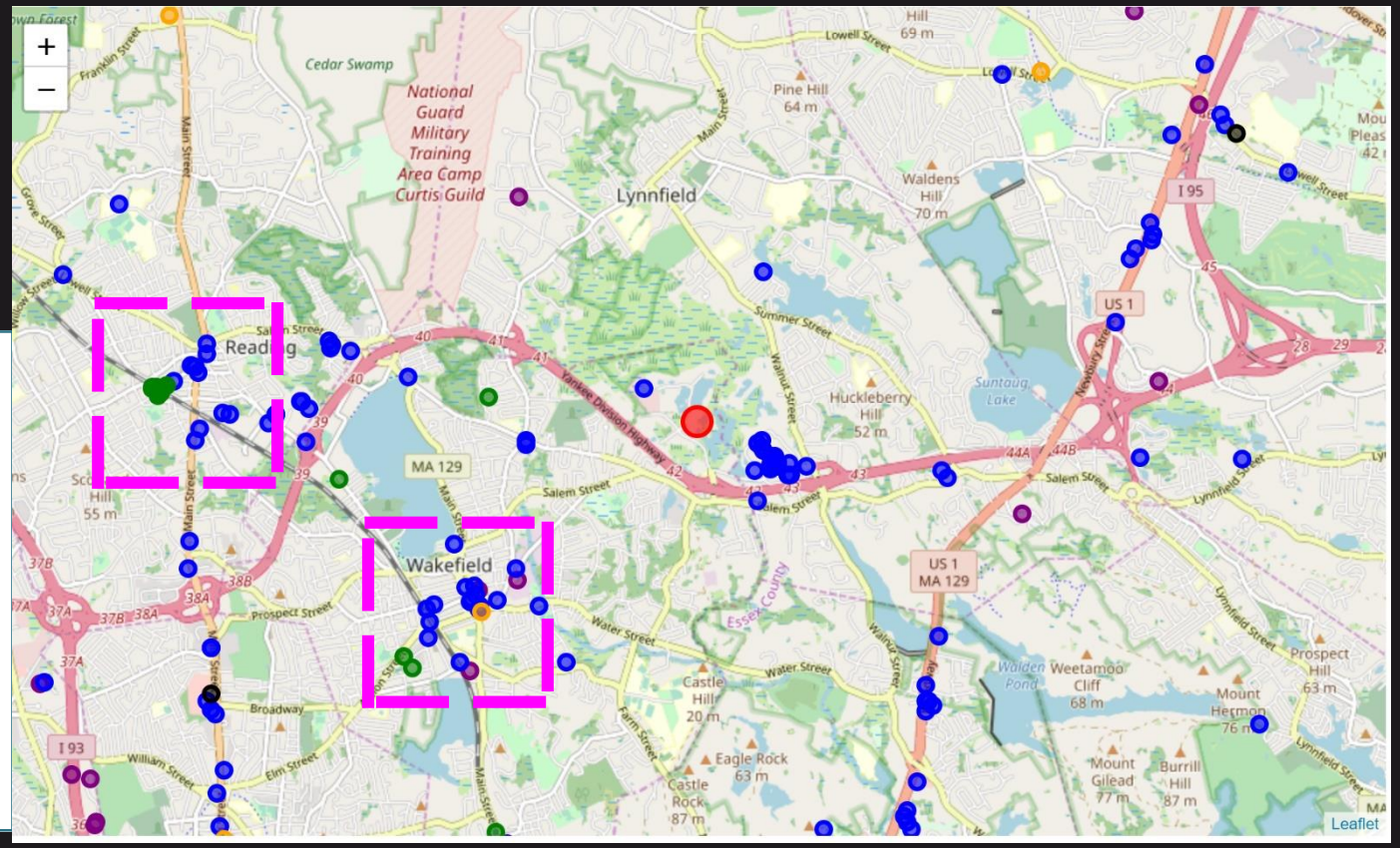

Combined locations within a 10 km radius of the new office building identified Wakefield as the primary and Reading as the secondary locations where the family should concentrate their search.