



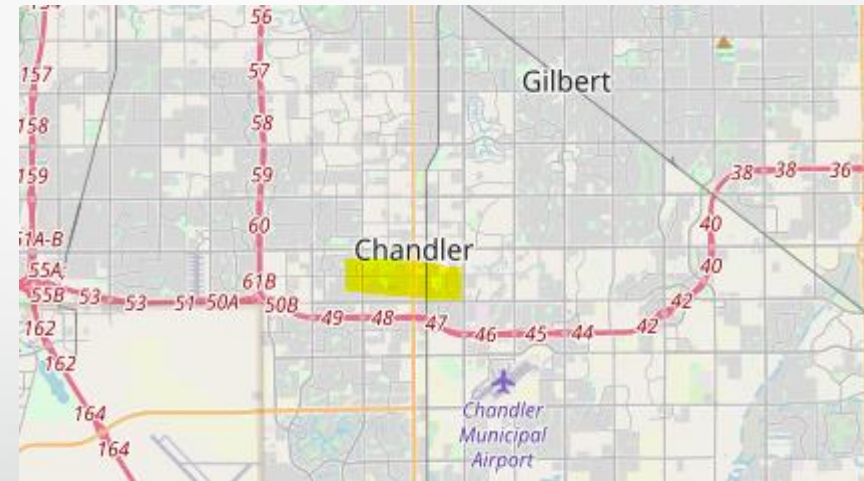
Employee Job Relocation

Job Relocation Process

- Job Relocation occurs very often to improve profitability
 - I. How to present as a good opportunity to employees
 - II. How to ease transition for those who have agreed to transfer
- Employee
 - I. Understanding effects of job relocation to employee
 - II. Understanding effects of job relocation to family
 - III. Adjustment time, finding location to choose a new home, climate differences

Data Considered

Data applies to scenario of an Insurance company that moves their claims department from Roseville CA to Chandler AZ.



Candidate Cities

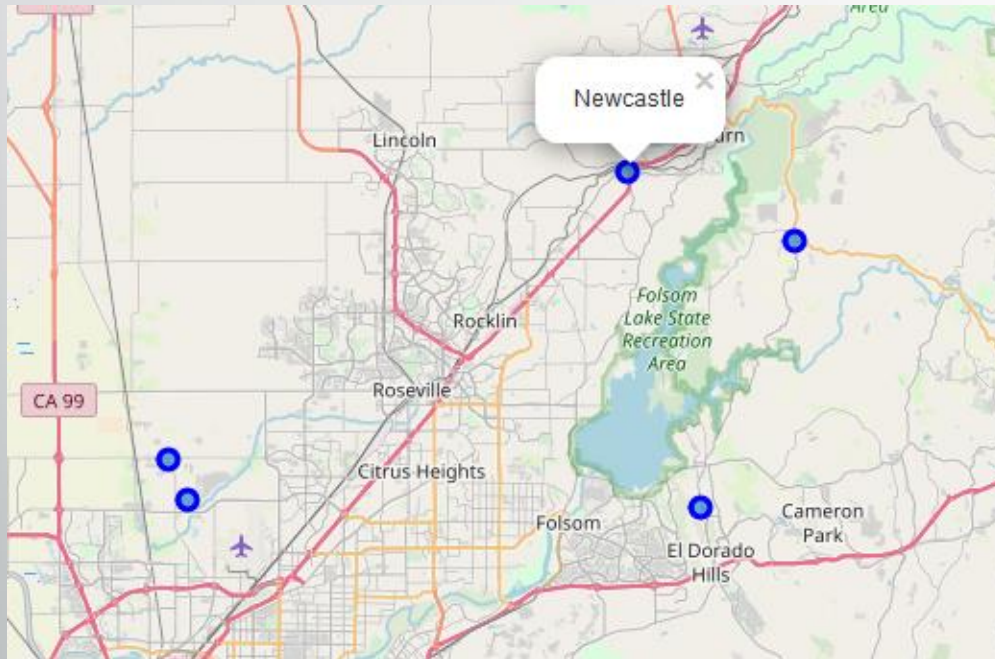
Venue comparison from the top five city locations that are a minimum 10 miles from Roseville, CA and Chandler, AZ.

	Town	mi.	Area	Latitude	Longitude
0	Newcastle	10.47	California	38.874066	-121.133281
1	Elverta	11.49	California	38.713791	-121.462733
2	Rio Linda	11.55	California	38.691013	-121.448563
3	El Dorado Hills	11.71	California	38.686295	-121.081268
4	Pilot Hill	12.13	California	38.834900	-121.014388

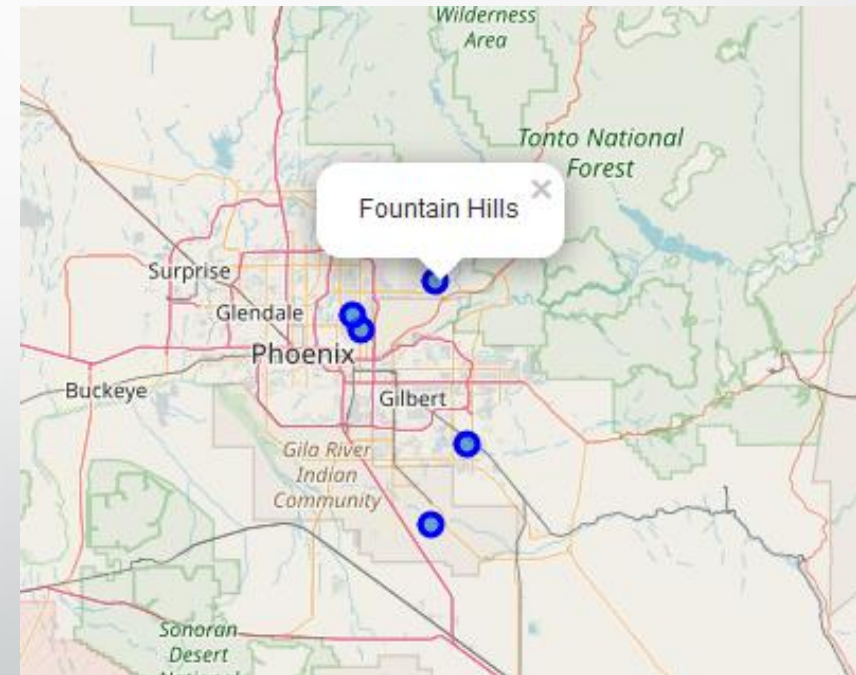
	Town	mi.	Area	Latitude	Longitude
0	Scottsdale	12.95	Arizona	33.501324	-111.925278
1	Queen Creek	15.38	Arizona	33.253044	-111.646500
2	Sacaton	15.56	Arizona	33.076720	-111.739300
3	Paradise Valley	17.25	Arizona	33.531154	-111.942645
4	Fountain Hills	19.95	Arizona	33.603374	-111.730782

Maps of job origin and relocation as well as surrounding cities

Roseville, CA Map



Chandler, AZ Map



Venue Comparisons

Venue top ten venues at origin and relocation state.

----El Dorado Hills----

	venue	freq
0	Coffee Shop	0.08
1	Grocery Store	0.05
2	Sushi Restaurant	0.05
3	Burger Joint	0.04
4	American Restaurant	0.04
5	Gym	0.04
6	Clothing Store	0.03
7	Mexican Restaurant	0.03
8	Café	0.03
9	Park	0.03

----Elverta----

	venue	freq
0	Park	0.08
1	Fast Food Restaurant	0.06
2	Burger Joint	0.05
3	Mexican Restaurant	0.05
4	Pizza Place	0.05
5	Intersection	0.04
6	Gym / Fitness Center	0.04
7	Sandwich Place	0.04
8	Asian Restaurant	0.02
9	Convenience Store	0.02

----Fountain Hills----

	venue	freq
0	Pizza Place	0.08
1	Trail	0.06
2	Golf Course	0.06
3	Coffee Shop	0.05
4	Mexican Restaurant	0.05
5	American Restaurant	0.05
6	Grocery Store	0.03
7	Bank	0.03
8	Italian Restaurant	0.03
9	Casino	0.02

----Paradise Valley----

	venue	freq
0	American Restaurant	0.07
1	Hotel	0.07
2	Mexican Restaurant	0.05
3	Pizza Place	0.05
4	Trail	0.04
5	Resort	0.04
6	Coffee Shop	0.04
7	Golf Course	0.04
8	Grocery Store	0.04
9	Steakhouse	0.04

K-means Cluster

- Onehot Coding of venue data
- K-means using k=3 on unsupervised data

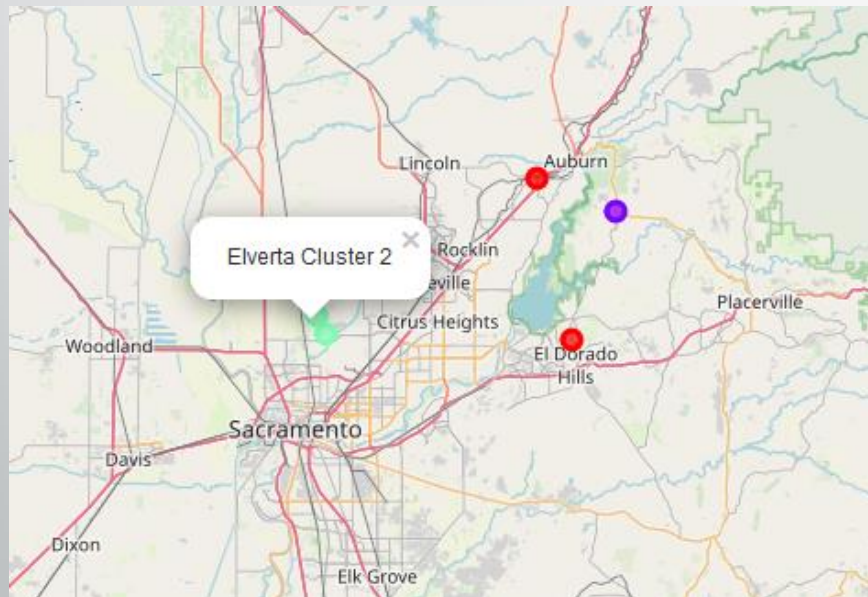
	Neighborhood	Advertising Agency	American Restaurant	Art Museum	Asian Restaurant	Athletics & Sports	Bagel Shop	Bakery	Bank	Bar	...	Steakhouse	Sushi Restaurant	Taco Place	Tanr Sa
0	Scottsdale	0	0	0	0	0	0	0	0	0	...	0	0	0	0
1	Scottsdale	0	0	0	0	0	0	0	0	0	...	0	0	0	0
2	Scottsdale	0	0	0	0	0	0	0	0	0	...	0	0	0	0
3	Scottsdale	0	0	0	0	0	0	0	0	0	...	0	0	0	0
4	Scottsdale	0	0	0	0	0	0	0	0	0	...	0	0	0	0

K-means Cluster

Cluster two has most variety of venues. Employees should further examine Fountain Hills & Queen Creek as good options to search for residence.

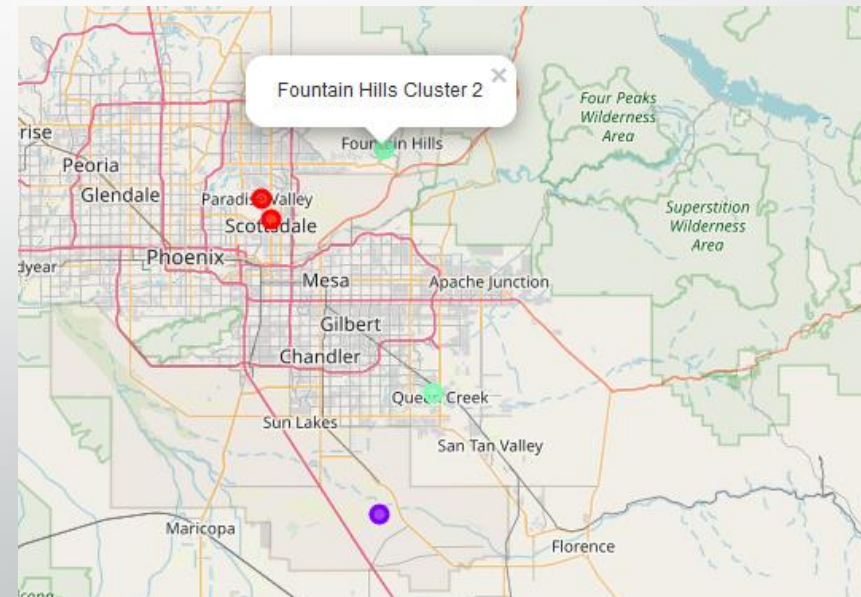
Roseville, CA

Cluster 2 – Elverta, Rio Linda



Chandler, AZ

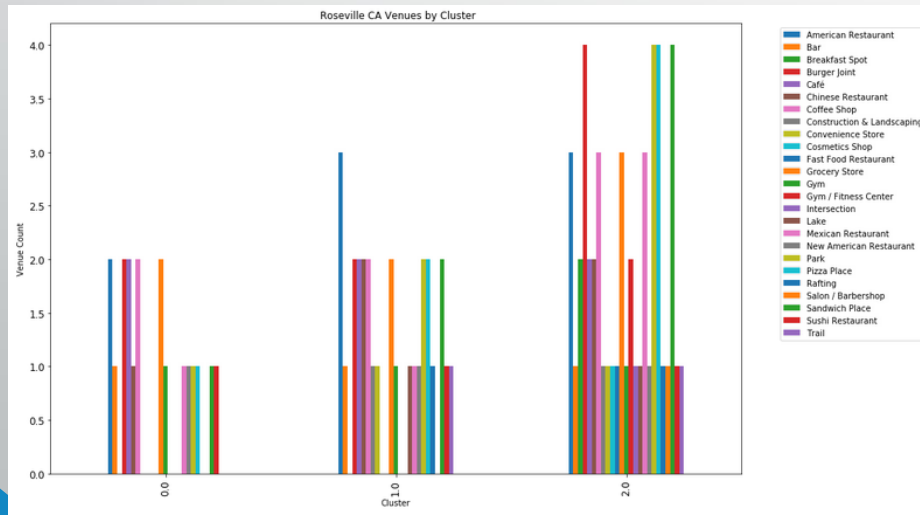
Cluster 2 – Fountain Hills, Queen Creek



Comparison & Conclusions

- The clusters follow a similar pattern with cluster 2 offering access to the most common venues
- Chart & maps show between Fountain Hills & Queen Creek is a good area to begin housing search
- There could be some challenges in find venues i.e gyms as well as some additional venue options like resorts.
- Additional venues will be available to employee as well and may factor into decision
- Improvements may result when employee can identify family special needs or most important venues.

Roseville, CA



Chandler, AZ

