**Hands on challenge**

You have just been hired as a head Data Scientist to solve a problem.

* The HDLData is a compilation of a web scrapper to obtain recent Home Depot and Lowes stores across all 50 states. The store location data was merged with 2000 and 2010 Census data and identifies the demographics of the store locations.
* While there are similarities in the stores of what they sell (home improvement merchandise) there is a unique strategy for each of the stores target market.
* Throughout today’s class we will reverse engineer this strategy and predict where the stores will end up next.
* Data Dictionary
  + Areaname – city / town name
  + County – zipcode
  + State
  + Lcount – count of Lowes stores in the town/city
  + Hdcount – count of Home Depot in the town/city
  + Pop\_2000 – population in 2000
  + Pop\_2010 – population in 2010
  + Income\_2000 – avg income in 2000
  + Income\_2010 – avg income in 2010
  + pct\_U18\_2000 – percent under 18 in 2000
  + pct\_U18\_2010 – percent under 18 in 2010
  + Pct\_college\_2000 – percent in college per town in 2000
  + Pct\_college\_2010 – percent in college per town in 2010
  + Ownhome\_2000 – percent owned home in 2000
  + Ownhome\_2010 – percent owned home in 2010
  + Density\_2000 – percent density per town in 2000
  + Density\_2010 – percent density per town in 2010
  + Pct\_white\_2000 – percent of Caucasian in town in 2000
  + Pct\_white\_2010 – percent of Caucasian in town in 2010
  + Pct\_black\_2000 – percent African American in 2000

Pct\_black\_2010 – percent African American in 2010