Locating an ideal Neighborhood for Small Business in Atlanta, GA

# Data

Per the objectives set for this analysis, the following datasets will be gathered to make location recommendations by analyzing

1. Atlanta city crime data to identify safe locations
2. GIS data from Atlanta Department of City Planning to obtain geographical information
3. Census data from City of Atlanta to get neighborhood demographics such as median income, population and median home values by (Neighborhood planning units) NPU.
4. Finding most common and least common venues in proximity of an ideal location using Foursquare API.

To make these decisions the analysis will use data from Atlanta's official public data sources listed below:

1. Atlanta Police Department (APD): Data repository containing historic crime reports dating back to 2009. These data sets contain information relevant to analysis they are: -
2. Report Number: PD's Record locator.
3. Occur Date: Date the crime occurred.
4. Report Date: Date the crime was reported or recorded in PD's System.
5. Location: Street address where the crime was reported.
6. UCR Literal: Nature and type of crime.
7. Neighborhood: Neighborhood where the crime was reported.
8. Latitude & Longitude: Geographical location of reported crime.

For this analysis data was extracted from APD website for years 2017 to 2020.

Location of Dataset extract: <https://raw.githubusercontent.com/sravann/Coursera_Capstone/master/COBRA_2017-2020.csv>

APD official Source:

<https://www.atlantapd.org/i-want-to/crime-data-downloads>

1. Atlanta Department of City Planning: official GIS information from containing Neighborhood Planning Unit (NPU) information with Neighborhood name and NPU code. These data sets contain information relevant to analysis they are:
2. NAME: Name of the neighborhood
3. NPU: NPU code from A-Z, groups neighborhoods from A to Z.

Location of Dataset:

<https://dpcd-coaplangis.opendata.arcgis.com/datasets/npu>

1. City of Atlanta- official Website: Website with information on neighborhood demographic information. The data set contains information on:
2. NPU: Atlanta's Neighborhood Planning Unit (NPU) identifier.
3. Region: Relative location of neighborhood group in Atlanta city.
4. Median Age: identify general age group of the neighborhood to cater targeted goods and services.
5. Median Income: To asses income of general population that will help with pricing of goods and services.
6. Median Home Values: To provide general information on housing and real estate.
7. Population: Total population of the neighborhood.
8. - Growth: population growth of the neighborhood to asses growing or declining neighborhoods.

Location of consolidated dataset: <https://raw.githubusercontent.com/sravann/Coursera_Capstone/master/COBRA_2017-2020.csv>

1. Foursquare API: Foursquare API will be used to get comprehensive list of venues located in the ideal neighborhood from which the report provides insights into most and least common venues in the neighborhood. Foursquare API will help extract:
2. The list of venues in the proximity of a narrowed down ideal neighborhood list.
3. List of venues such as restaurants, ice cream parlors, bars etc.