Introduction/Business Problem

Austin has been ranked the number one “Best Places to Live” by U.S. News & World Report and is one of the fastest growing cities in the United States. A lot of the current studies focus on developed urban cities and its neighborhoods. Instead I will be focused on Zip Code areas that are developing/up-and-coming. I will be trying to cluster the zip codes and their venues to see which areas/zip codes are up-and-coming. This kind of prediction would be very useful for investors trying to invest in developing real estate, it would also be useful for people moving to Austin trying to find an area to live.

Data

I will be using open source zip code geography to properly map the zip codes to the folium map. I will also be using Foursquare location data to get venue data to do the clustering on. After getting the zip code data, will be using the Foursquare API to find venues around the zip codes.

After we determine which zip codes we want to examine, we will be taking out the “hot” zip codes with areas that are already well developed as we do not need these areas to mess with out “up-and-coming” prediction.

Hypothesis

There should be 2 main distinctive upcoming areas

1. zip areas, potential suburban areas, around Austin
2. zip areas of small towns around Austin

There should be 2 levels of development:

1. Already developed areas that are less dense
2. True up-and-coming areas that do not have much development