

The Chiwaukee Group

Animation - Logo

Business Development

Animations - Amazon - 2015 - New Distribution Center

Uline - 2010 - New Headquarters

2018 - New Distribution Center

Foxxconn - 2020 - New Manufacturing Plant

New Network Operations Center

Meijer Inc. - 2014 - New Distribution Center

Rust-Oleum Corp. - 2014 - New Distribution Center

Gordon Food Service - 2010 - New Distribution Center

Future Development

They are currently conducting a running project mapping the interconnection of the two geographic and economic entities while working with policymakers to encourage and facilitate the process going forward.

Connections

Animations - I94 logo

Amtrak logo

The two cities are connected by a major interstate, I-94, as well as a train route, the Hiawatha Service, operated by Amtrak, which includes a stop in the city of Sturtevant in Racine County.

Business Problem

Parameters

Data(1)

Animation - Working Data

Data(2)

Data(3)

An upward trend is visible for all of the zipcodes beginning following the timeperiod in which the recent business development began, 2010-2014.

SARIMAX Model

- Determined parameters by measuring AIC a measurement of error, comparing the model's predictions to the actual data while also penalizing overfitting
- An overfit model too closely reflects the actual data and therefore will be less capable of predicting future results
- Assessed the quality of each model using Root Mean Square Error (RMSE) which measures the standard deviation of the residuals - how concentrated the actual data is around the model's prediction

Modeling

Top-5 Zipcodes

Recommendations

Detailed Observations(1)

Detailed Observations(2)

- Racine and Milwaukee cities have historically ranked among the worst school systems in the US
- Nearby Lake Geneva has historically one of wealthiest areas in the Midwest
- Are people looking for an area separated from the cities but still within commuting distance or is the growth of this area being driven by completed disassociated factors?

Detailed Observations(3)

- Both Milwaukee and Chicago are approximately 45minutes drive from this area
- The Hiawatha train stop in Sturtevant, WI is 2miles from I94 in Racine County,, approximately 10-20minutes from this area

Detailed Observations(4)

- What type of socioeconomic profile is being drawn to the area by the business development?

Detailed Observations(5)

Detailed Observations(6)

Next Steps(1)

Next Steps(2)

Next Steps(3)

Questions

Animation - Contact Info