

The Battle of Neighborhoods - Los Angeles County

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Introduction

Background of the project

Talking about Los Angeles, what comes to your mind? The world-famous Hollywood? Mouth-watering gourmet cheeseburgers? Or the-happiest-place-in-the-world Disneyland? Los Angeles (L.A.) is indeed the ultimate destination of food and entertainment, as well as a dominant financial hub in United States. By July 2019, L.A. County has an estimated population of 10,039,107 according to U.S. Census [1]. L.A. County was the largest county by output, with its \$710.9 billion GDP — equivalent to Saudi Arabia — accounting for 3.8% of the U.S. total. L.A. County added \$395.2 billion to total U.S. GDP from 2001 to 2018. New York County, home to Manhattan, added \$340 billion [2]. Meanwhile, the cost of living at L.A. is very high. By March 2020, L.A has a median home value of \$664,495, versus the nation average of \$247,084 [3].

Since L.A. is the dream home of many of people, it is interesting to discover the lifestyle and what is around each neighborhood. Therefore, the purpose of this project is to explore cities in L.A County, in terms of median home price and common venues nearby.

Potential Stakeholders

1. People who are relocating to L.A. from a different county/state/country,
2. People who are investing/purchasing a home at L.A.,
3. People who are comparing L.A. with another metropolis.

Data

- Source: **Zillow**, link: <https://www.zillow.com/los-angeles-ca/home-values/>
 - To get general real estate statistics for Los Angeles County.
- Source: **Zillow**, link: <https://www.zillow.com/market-report/05-20/12447/los-angeles-ca.xls?rt=6>
 - To export EXCEL that contains names and current median price for L.A. neighborhoods.
- Source: **Neighborhood Data for Social Change by USC**, link: <https://usc.data.socrata.com/dataset/Los-Angeles-Neighborhood-Map/r8qd-yxsr>
 - To get GeoJSON file of latitude, longitude, and boundary data. They are essential for this project to build location table for all cities, Choropleth map that reflects different levels of home price (the darker the color, the higher the median home price), and the clustering of neighborhoods based on nearby venue features.
- Source: **Foursquare API**, query: https://api.foursquare.com/v2/venues/explore?&client_id={} &client_secret={} &v={} &ll={},{} &radius={} &limit={}
 - To explore nearby venues, get venue name category, analyze the most common venues of each neighborhood, and cluster neighborhoods to 5 groups based on above criteria.

References

- [1] <https://www.census.gov/quickfacts/losangelescountycalifornia>
- [2] <https://www.latimes.com/business/story/2019-12-19/los-angeles-largest-economy>
- [3] <https://www.businessinsider.com/average-home-prices-in-every-state-washington-dc-2019-6#51-west-virginia-108236-1>