



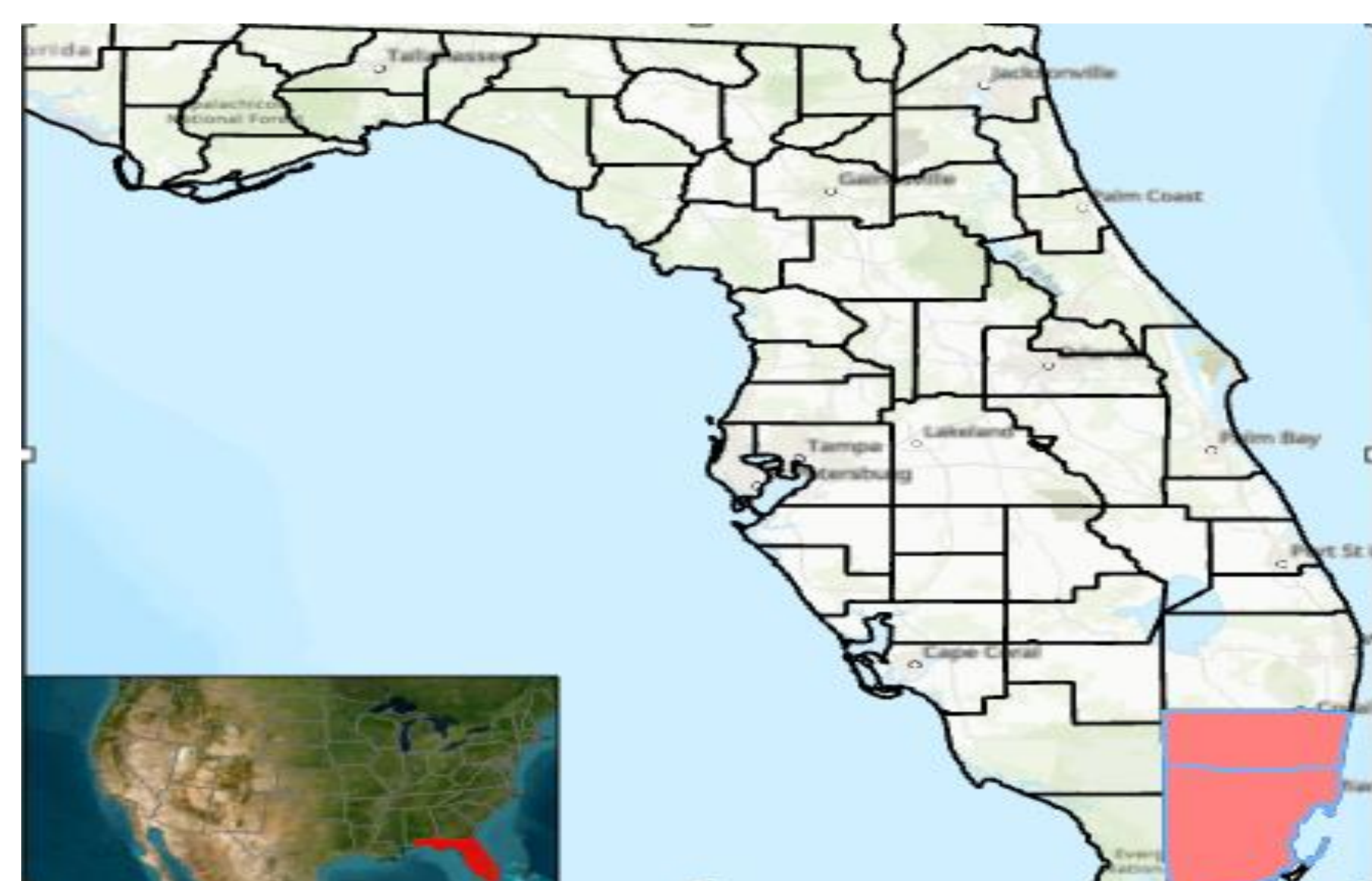
ABSTRACT

The purpose of this project was to identify the best market demographic in the South Florida area (Miami-Dade, and Broward County) for Fizgig. Fizgig a newly developed pet sitting app, is launching their app soon and we need to analyze market demographics to help aid with a successful app launch. Fizgig aims to connect certified pet sitters to pet owners with ease and affordability. Fizgig is not restricted to just cats and dogs, but all pets. Fizgig provides opportunities for those who are certified in pet sitting and want to grow their career in such disciplines. Furthermore, to analyze the capability of a successful launch we used Esri and Google Maps data of median household income, average annual pet spending, and pet sitting association data to pinpoint specific areas (hotspots) in South Florida to focus on the app launch. We concluded that Southeast Miami-Dade, Northwest Broward, and West Broward hotspots had the highest potential for pet sitting employment and app use due to highest pet expenditure in correlation to median income in their respective counties in addition to a high number of pet sitting associations within a close radius of these hotspots.

BACKGROUND

Our goal was to pinpoint specific areas that would grant Fizgig with a successful app launch. We are currently working with Fizgig to help implement GIS systems and technology into their marketing and advertising departments. The reasons why they were interested in GIS systems is to find specific areas in general launch locations to advertise and market to potential users of this app which include both potential certified pet sitters (employees) and the pet owners that use the app (consumers). The general area is South Florida (Figure A.1), areas of focus are Miami-Dade and Broward counties which are highlighted in red. Aforementioned counties, have high potential for app usage for a successful launch. Additionally, as a startup company Fizgig needs the most positive exposure possible whilst maintaining a rigid budget. It is essential to find out the best areas within respective counties to further pinpoint app launch specificity.

Figure A.1



OBJECTIVES

- 1. Finding the best launch locations for Fizgig within respective counties.**
 - Which locations offer best potential usage and app traffic?
 - Where is a demographic that spends the most on their pets?
 - Where are pet sitting association locations?
- 2. Finding a correlation between median income and pet expenditure level.**
 - Does a correlation exist between median household income and pet expenditure?
 - If one does not exist then why does it not exist?
 - Does a correlation with high median incomes and pet expenditure constitute a good location to launch the app?
- 3. Determining which areas have high levels of potential pet sitters and high value pet owners.**

DATA

We attained our data through the ArcGIS Cloud database, most of the data is Esri data. The two major data sources we used were “National Median Household Income” which focused on Miami-Dade and Broward County as well as “Average Annual Pet Expenditure” in respective counties. Illustrated in Figures (A.2 and B.1).

Figure A.2

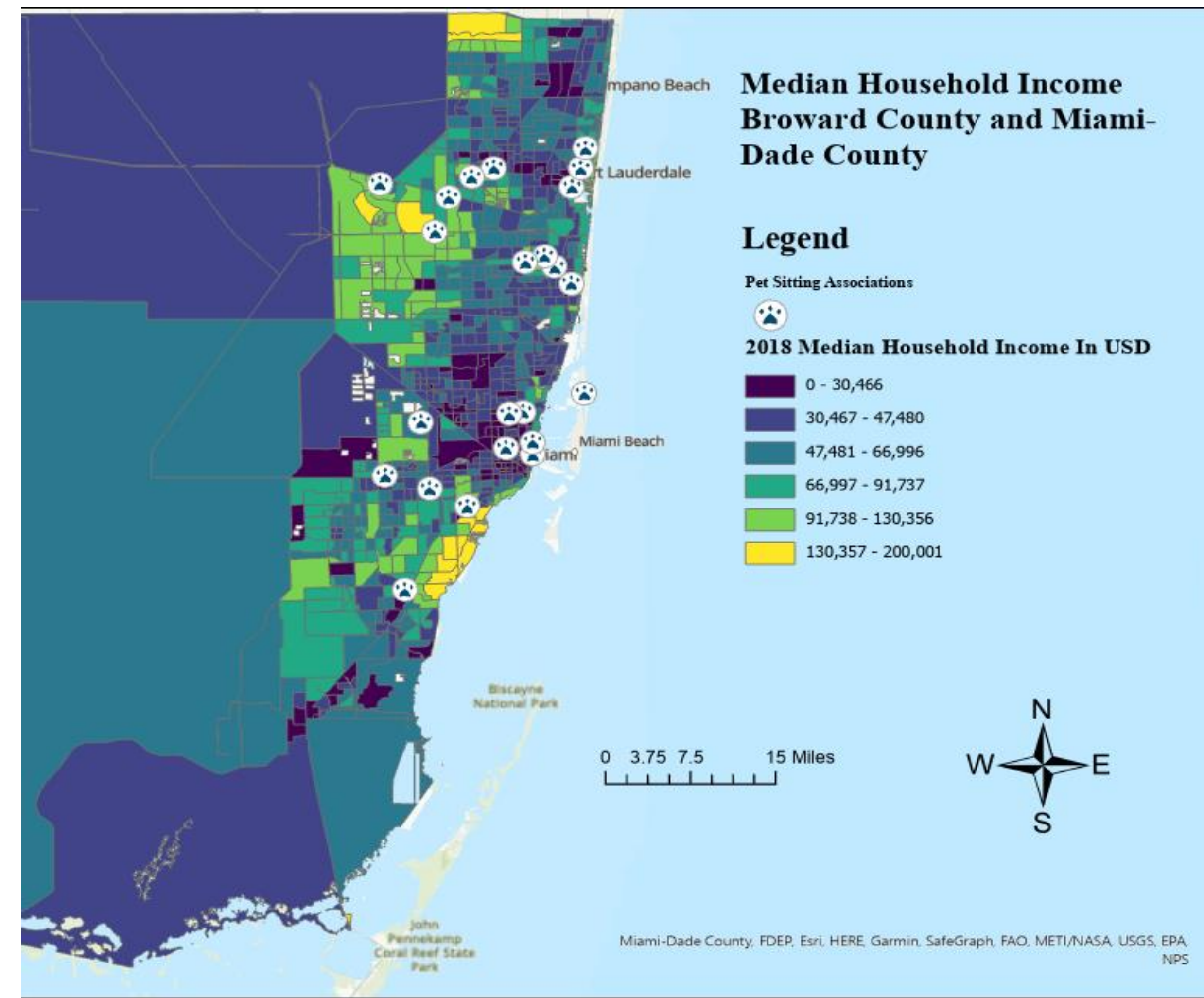
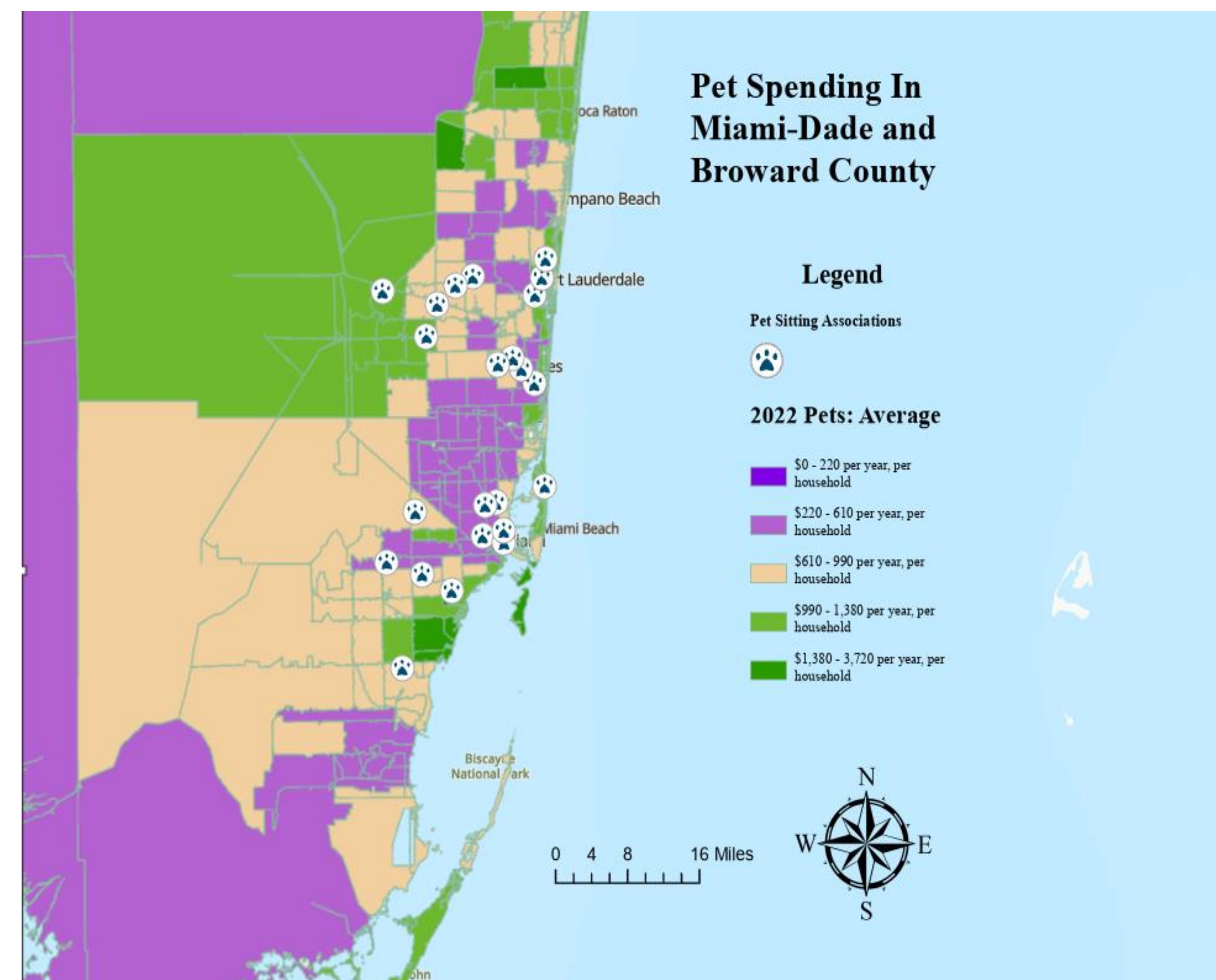


Figure B.1



METHODOLOGY

Figure C.1

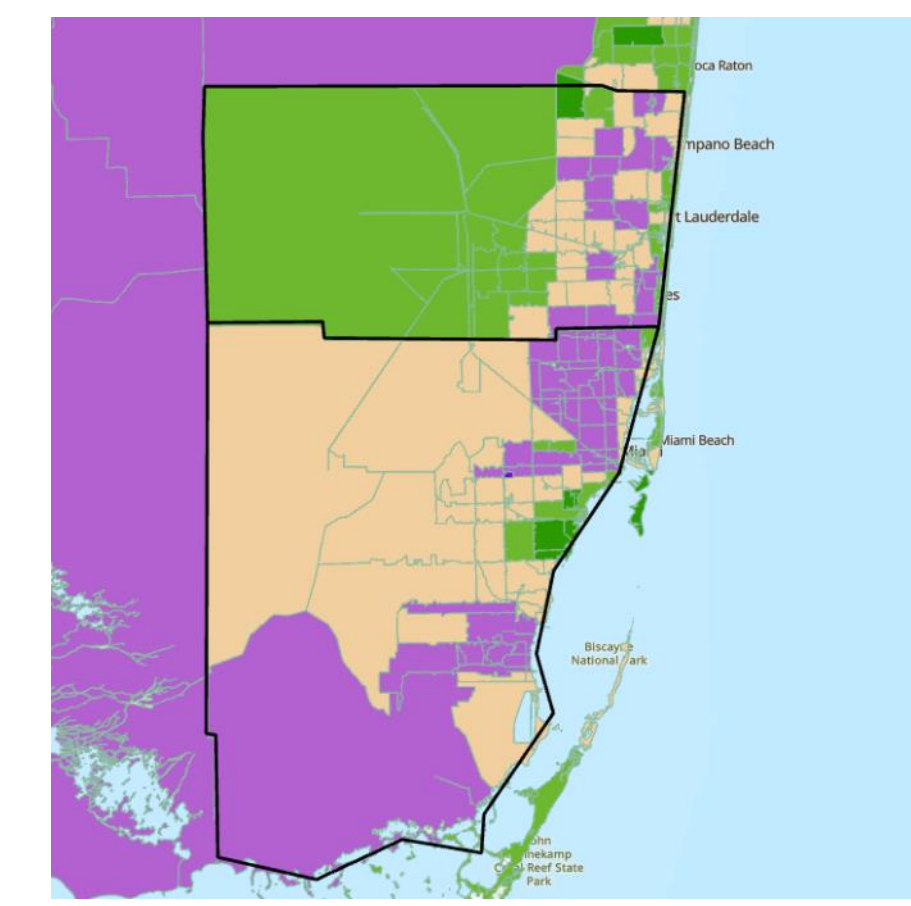


Figure C.2

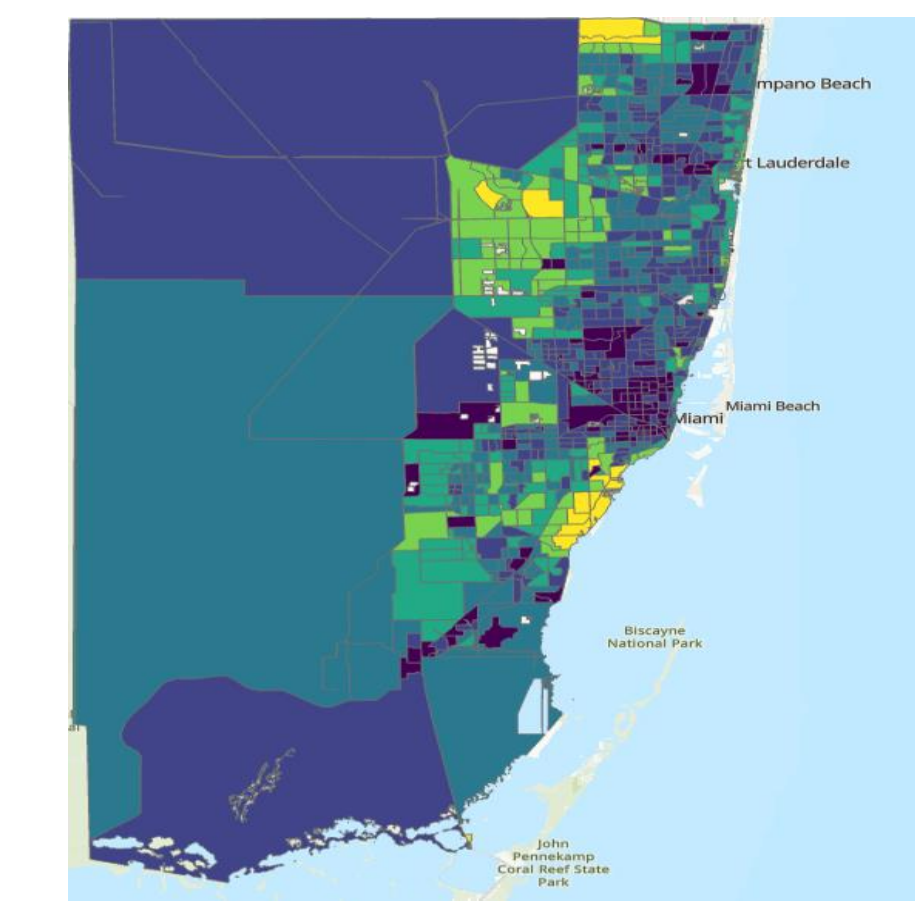
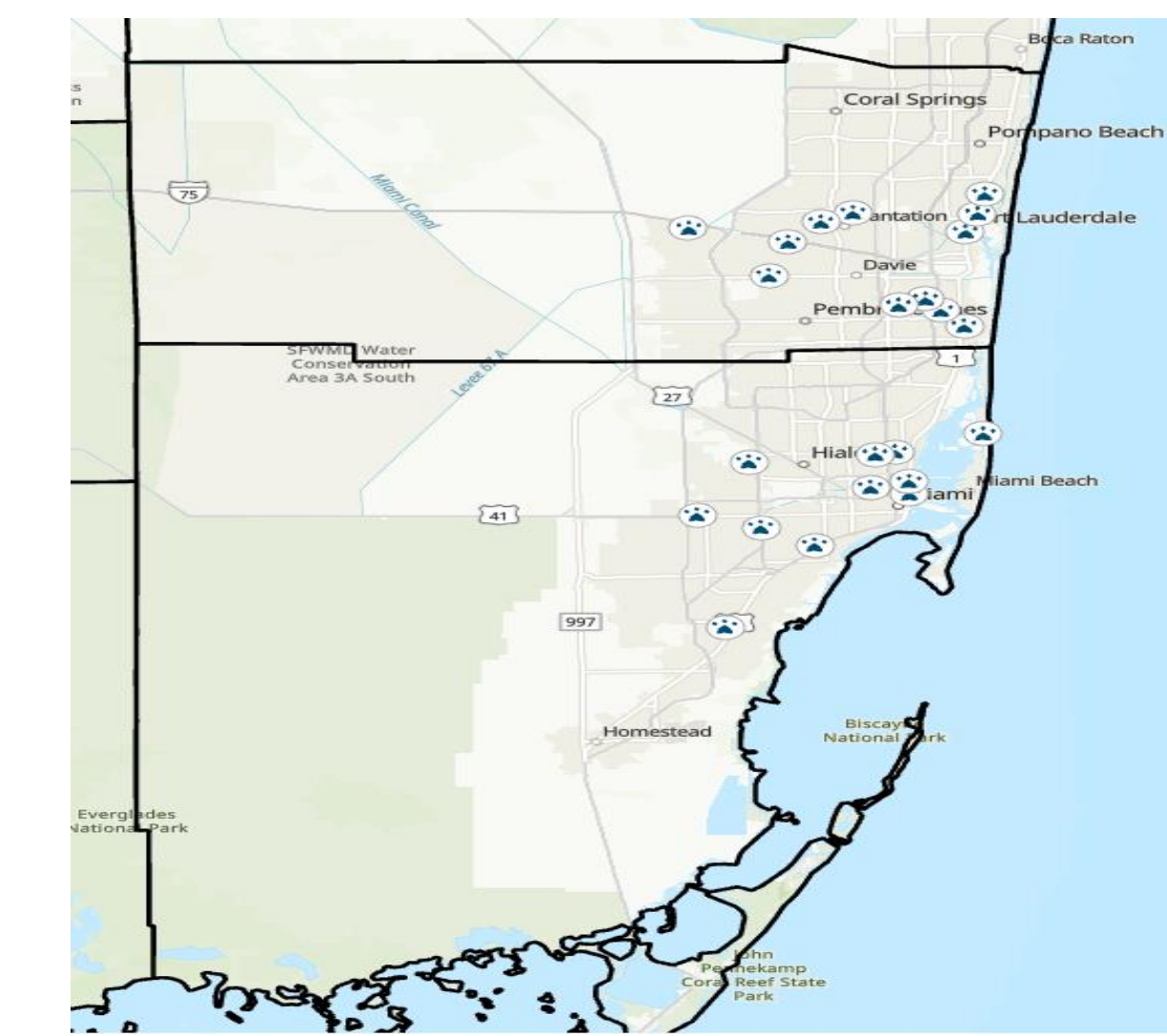


Figure C.3



We gathered various data sets from the ArcGIS Esri Cloud database. We searched for relevant data which is featured in the figures above. The two data sources shown are “National Median Household Income” (Figure C.1) and “Average Annual Pet Expenditure” (Figure C.2). These two data sources we felt would be the best estimators to show where they would exhibit a high likelihood of the app success because median household income and average pet expenditure exhibit a potential correlation. Additionally, point rasters were pasted from clipping Google Maps pins into ArcGIS which illustrate pet sitting associations in respective counties (Figure C.3).

RESULTS

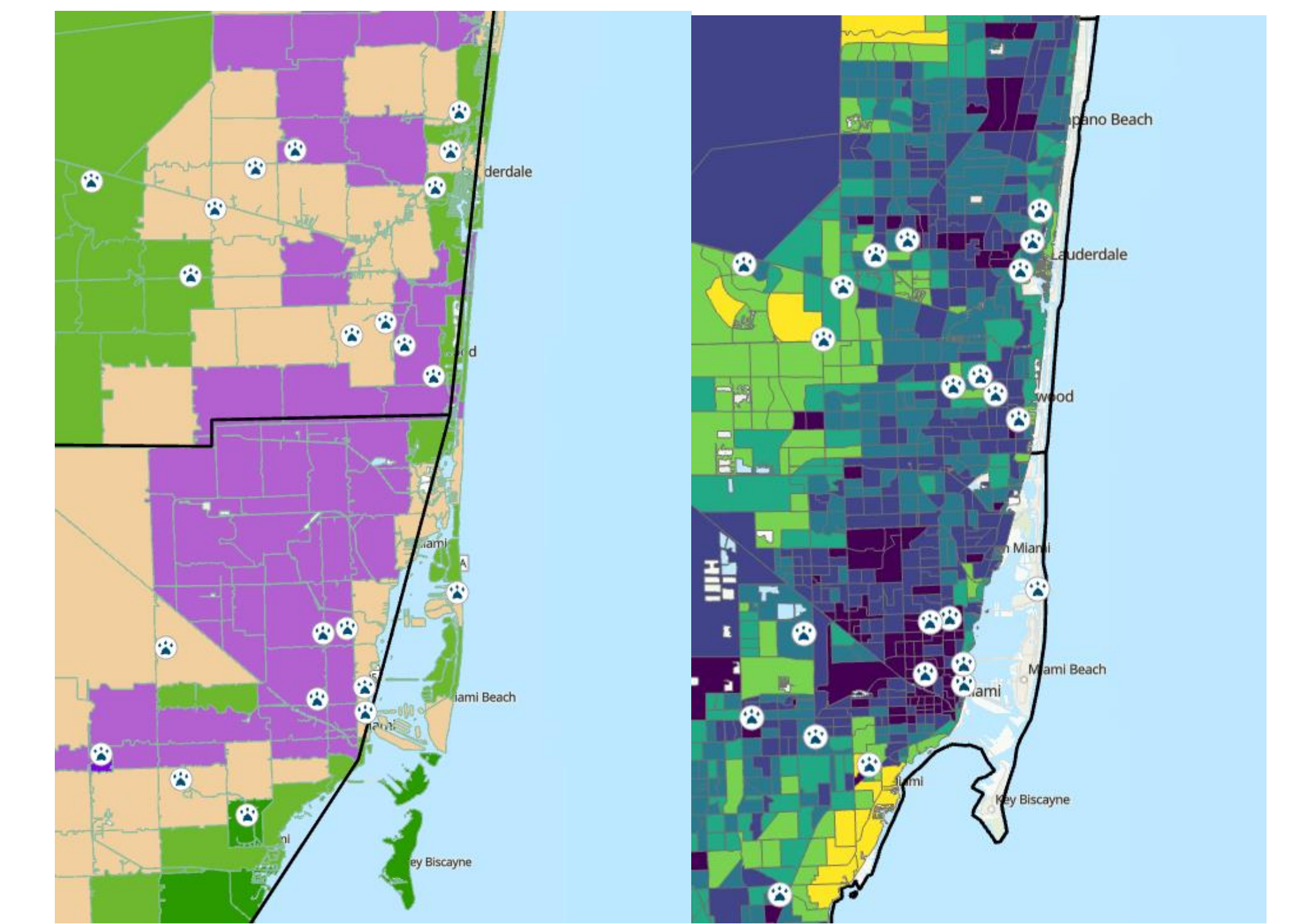
Our results from this project showed the concentration of wealth in Miami-Dade and Broward county. Through interpreting the median household Income as well as pet expenditure in Miami-Dade and Broward county we determined that Southeast Miami Dade county as well as Northwest Broward and West Broward county were the best areas for Fizgig to be launched. The reason for these locations being superior for the launch of Fizgig is because they had the highest levels of pet expenditure in both counties. The areas of West Broward County that had the highest level of pet expenditure (Figure B.1 and C.1) with a pet expenditure level of \$990-1,380 annually with small parcel of Northwest Broward with a pet expenditure of \$1,380-5,720 annually. These two areas we determined were the best areas in Broward county by interpreting the level of pet expenditure as well as observing the median income in the areas which illustrates direct correlation (Figures A.2 and C.2).

In Miami-Dade county we determined that Southeast Miami-Dade (Figure A.2) would be the second best region to launch the app with a pet expenditure level of \$1,380-5,720 annually. All areas had the highest levels of pet expenditure along with the highest median incomes in Miami-Dade county.

Both Broward and Miami-Dade had many pet sitting associations which is a good source for potential certified pet sitters. Although, in Figure A.2, Miami Beach and outlying islands are not highlighted with median income which is due to an Esri data error. We safely assume from Figure B.1 with a very high average pet expenditure that the median household incomes of this unmarked region in Figure A.2 are very high. Although, Key Biscayne South of Miami Beach is a potential hotspot even though it’s median household income is not assessed.

DISCUSSION

Figure D.1



As mentioned previously on the figures that illustrate median household income (Figures A.2, C.2). Miami Beach is excluded and in East Broward County a small sliver of shoreline which encompasses East Fort Lauderdale is excluded as well. Although, in Figures C.1 and B.1 these areas are highlighted and exhibit a high level of annual pet expenditure. Figure D.1 is comparing both maps on Figure A.2 and D.1, it is safe to assume that Miami Beach and East Broward adjacent to Fort Lauderdale exhibit high median household incomes. But, compared to hotspots like those in West and Northwest Broward for instance pet spending is lower. An exception being Key Biscayne which is directly South of Miami Beach and directly South outside of Fort Lauderdale. A potential reason for lower pet expenditure in these areas might be due to the large number of high-rise apartments that restrict pet ownership or make it difficult with extremely high pet fees on a apartment or house lease. Additionally, Miami Beach and Fort Lauderdale is mostly urbanized which might prove difficult for people to own pets like dogs that need ample space. Although more data needs to be gathered to determine if this is accurate.

CONCLUSION

The purpose of this project was to identify the best market demographic in the South Florida area (Miami-Dade, and Broward County) and to pinpoint hotspots within aforementioned counties for Fizgig’s launch. We concluded that Southeast Miami-Dade, Northwest Broward, and West Broward hotspots had the highest potential for pet sitting employment and app use due to highest pet expenditure in correlation to median income in their respective counties in addition to a high number of pet sitting associations within a close radius of these hotspots. Although, there was an Esri data error with “National Median Household Income” dataset. But, it does not discount the noticeable correlation between median household income and pet expenditure. A focus on pet expenditure in some cases maybe independent from median household income as shown with Key Biscayne in Figure D.1. Overall, though, median household income is the best indicator for pet expenditure for all the listed figures because logically if a household makes more they are more likely to spend more on their pets which includes: grooming, veterinary service, food, enrichment, boarding, and other services which includes the future use of Fizgig and other pet focused apps.

REFERENCE/AKNOWLEDGMENT

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