Fort Worth Neighborhoods Report

Introduction

- A business is looking for a location in Fort Worth to expand. They would like to know the most popular businesses in each area to identify where customer demand for their product is high.

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Data

- We used publicly available data from the Fort Worth Gov to obtain neighborhood names, and leveraged the foursquare API to get information about local businesses in each neighborhood.

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Methodology

- Using K-Means, we clustered the neighborhoods into 5 different clusters, in order to examine different kinds of neighborhoods by their most popular venues.

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Results

- The clusters each have their own distinct set of businesses that they support.

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Discussion

- Cluster 2 would be a great place for our business, as it is a low cost chain restaurant.

Conclusion

- After careful examination, we hope this report helps our company make a more informed decision.

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