

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.

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.

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.

Results

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

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.