NYC check-ins Rich Dataset Analysis to improve Business goals

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Introduction

This dataset contains check-ins in NYC collected for about 10 month (from 12 April 2012 to 16 February 2013). It contains 227,428 check-ins in New York city. Each check-in is associated with its time stamp, its GPS coordinates and its semantic meaning (represented by fine-grained venue-categories). This dataset is originally used for studying the spatial-temporal regularity of user activity in LBSNs. This data is issued by Foursquare, you can find it here.

Business Problem

Most of the marking and advertising companies are looking for a mass audience which fits according to their product.

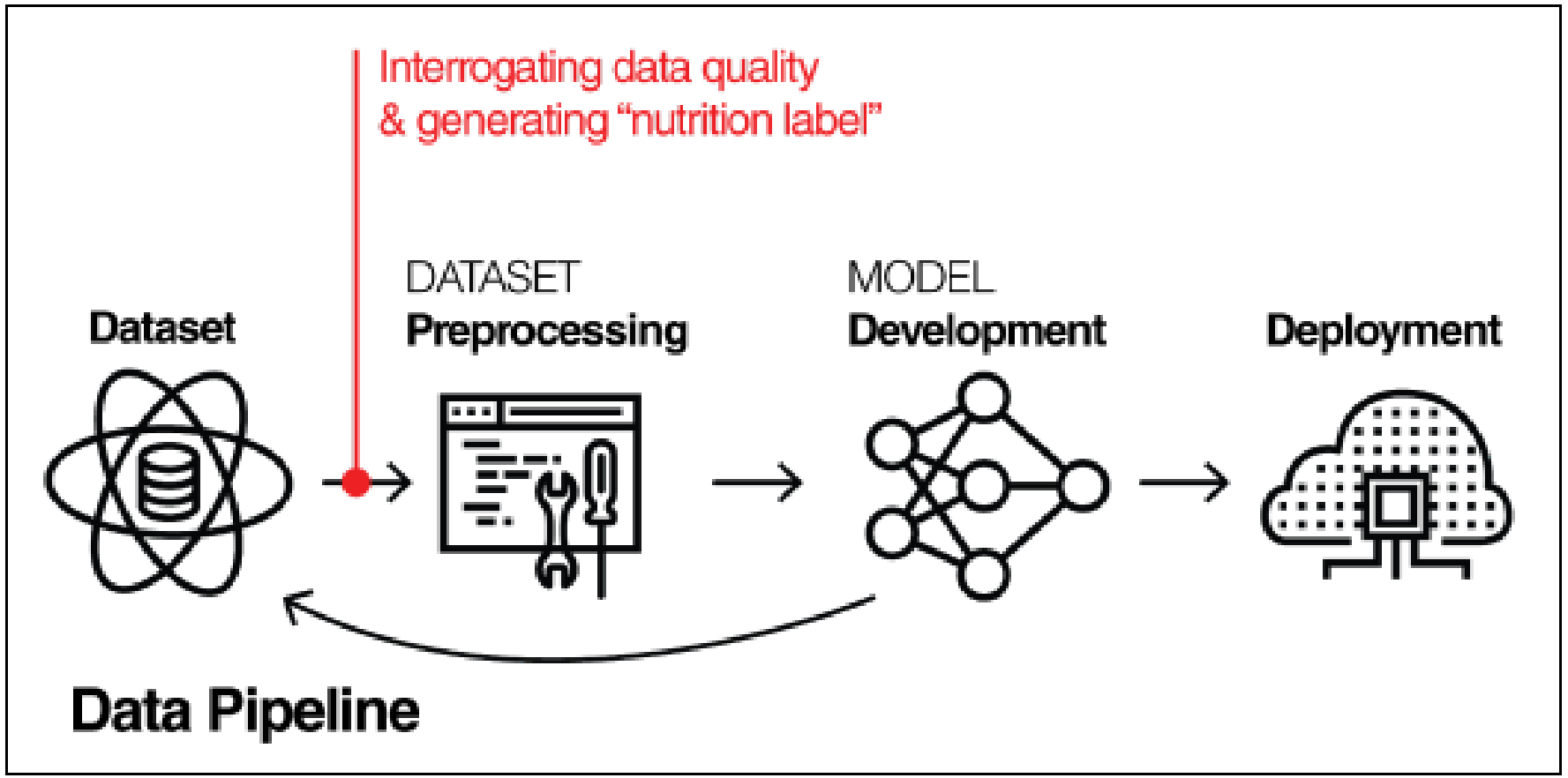
For example, if a company is advertising about a trip, it would be better to target an audience who are looking for such kind of thing. Advertising for such kind of things at beaches or places where people come to relax has a great chance of getting a conversion, and boosting the sales. But very few of them are practicing an approach like this, which makes me to drive a solution.

Business Solution

We can use this data and analyse it to see the insights that on what day or at what time, majority of people like to visit and this could be beneficial for the people who are running advert campaigns. The insights from this data will help them to target a mass audience, as per the requirement of their campaign.

For example, they can decide a launch plan of some new appetizer in a restaurant where people visit more frequently, or a brand can reach to a potential business partner as per their requirement.

Proposed model



Present Scenario

The proposed datasheet includes dataset provenance, key characteristics, relevant regulations and test results, but also significant yet more subjective information such as potential bias, strengths and weaknesses of the dataset, API, or model, and suggested uses. As domain experts, dataset, API, and model creators would be responsible for creating the datasheets, not end users or other parties.

Future Enhancement

Large Scale Enterprises are rapidly adopting machine learning for driving their business in several ways. Automation of several tasks is one of the key **future** goals of the industries. As a result, they are able to prevent losses from taking place. With the rise of artificial intelligence (AI) and machine learning (ML), organizations are demanding faster insights to remain competitive. Remarkably, the same technology **advancements** that drive this urgency are also the key to unlocking better efficiency in **data science** work. Most technology research firms are tracking the self-serve data analytics trends. These trends are making it possible for the average enterprise and the average business user to leverage sophisticated analytics, algorithms and techniques without the skills of a data scientist. The solutions are easy to use and allow the average user to build on their core business skills and see data and make decisions in a meaningful way. Think of it as data democratization.

References

 For dataset: https://www.kaggle.com

Dingqi Yang, Daqing Zhang, Zhiyong Yu and Zhiwen Yu, Fine-Grained Preference-Aware Location Search Leveraging Crowdsourced Digital Footprints from LBSNs. In Proceeding of the 2013 ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp 2013), September 8-12, 2013, in Zurich, Switzerland. [PDF]

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Dingqi Yang, Daqing Zhang, Zhiyong Yu, Zhiwen Yu, Djamal Zeghlache. SESAME: Mining User Digital Footprints for Fine-Grained Preference-Aware Social Media Search. ACM Trans. on Internet Technology, (TOIT), 14(4), 28, 2014. [PDF]