

NYC check-ins Rich Dataset

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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 marketing 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.