

Introduction

A couple of weeks ago, one friend of mine, came to me to request my help to figure where he could invest some money. He wants to **diversify his business portfolio** so I decided to use this capstone project to gather useful information and insights to help him. First of all, I need to situate you about the city. This project will take place in Joinville a city located in South of Brazil. The population is near 598K habitants and its main economy revenue is Metallurgy and Tooling. This information is very relevant because **it's an industrial city, there's not a lot of tourism or even night life** and since it's really near the coast and to the Mountain ranges its common leave the city at weekends for tourism.

Data

Through Foursquare find the main business venues in the neighborhoods and with that I'll be able to **know what is the common demand and where are the gaps**. This is a core point of the project because it will **show the cultural, economic and social requirements of the population**. For example, if I found that is common to have Cafes and for some reason there is a Neighborhood with none it might be a good indicator. I also intend to **correlate the existing venues and find what is common to have coexisting**. And at last, I'll get census information about **the Neighborhood population** I intend to focus in the biggest populational concentration outside the main core neighborhoods.