IBM Data Science Capstone Project

Week 1

Question 1

# Introduction and Business Problem

Nowadays every business owner has a dream of expanding his/her business globally. The business analysts helping these companies start with the largest cities in the country of destination then as the business starts its profitability they go after smaller cities in the same country. What they do is that they fist look for the neighborhoods of the target city. Then analyze each neighborhood to find out where is the best spot for them to establish new branches of their business.

I own an Asian chain restaurant that has been around in several major cities across the glob with more than 1000 branches. The company wants to expand its branches to more major cities in the world. Their plan is for the first phase to go for cities with a population of above one million and in the next phases focus on smaller cities. The project manager asked me to investigate cities with a population of above one million in the province of Alberta, Canada to find out where are the best neighborhoods to establish their new branches.

In the province of Alberta, there exist two cities with the criteria of having population above one million. These two cities are Edmonton and Calgary. Thus, in this project I will be using Foursquare location data to find out which neighborhoods are the best choice in Edmonton and Calgary to establish new branches.

# Target Audience

The audience of this project is the Asian chain restaurant who is looking for expanding its branches in major cities in the province of Alberta, Canada.