Capstone Project: The Battle of Neighborhoods

**Introduction/Business Problem**

In this project, comparing the similarity and dissimilarity of San Francisco and New York which each represents its respective coast’s. One can find out an answer to which coast would be more ideal to establish a business and locate it’s headquarter.

Comparison of east and west coasts are always in debate topics, whether it’s about the weather, lifestyle, technological renovations, or economy. Both are a largely populated cities, have lots of prestigious Universities and large corporates located in the cities. Surely, potential business owner would want to be in the competition and choose a location that is most beneficial to the business.

Specifically, choosing a location for independent restaurants and café shops are the most crucial decision that have to be made because it can influence business hugely. Questions such as ‘Which city drinks more coffee?’, ‘Is it better to have the café shop close to public transportation or within a grocery store that have lots of foot traffic?’ or ‘Should the café shop have to be near another café shop in order to attract more new customers?’ Thus, this project will be dedicated to deliver an informative analysis to help making the right decision by comparing these two big cities’ venues.

**Data**

Foursquare location data will be used in this project. First, gather information on each city’s venues under a selection of radius within 500 meter and up to 100 venues. Secondly, category café or coffee shop will be selected for each city. Lastly, do an appropriate analysis on the prepared tables.