

Applied Data Science Capstone

Chicago Business Recommendation System

Datasets Utilized

- Foursquare API
 - [Source](#)
- Chicago Business Data from the United States Census Bureau
 - [Source](#)
- Chicago Neighborhood Data from Mongabay.com
 - [Source](#)
- Chicago Geojson Data
 - [Source](#)

	Zipcode	Name	Latitude	Longitude	Category
0	60656	The Capital Grille	41.974923	-87.862916	American Restaurant
1	60656	Frank Lloyd Wright Home and Studio	41.894157	-87.799517	Historic Site
2	60656	Smoque BBQ	41.950168	-87.727684	BBQ Joint
3	60656	Trader Joe's	41.890123	-87.804593	Grocery Store
4	60656	Portillo's	41.907365	-87.912586	Hot Dog Joint
5	60656	Revolution Brewing	41.942223	-87.708210	Brewery
6	60656	Old Town School of Folk Music	41.964392	-87.685764	Music School
7	60656	Scofflaw	41.917326	-87.707147	Cocktail Bar
8	60656	The Brown Cow Ice Cream Parlor	41.879609	-87.809301	Ice Cream Shop
9	60656	Mariano's Fresh Market	41.920554	-87.940506	Grocery Store
10	60656	Lula Café	41.927747	-87.707058	Café
11	60656	Fat Rice	41.932035	-87.702500	Asian Restaurant

“Given a business category, can we predict the best neighborhood in Chicago to open a business of that type?”

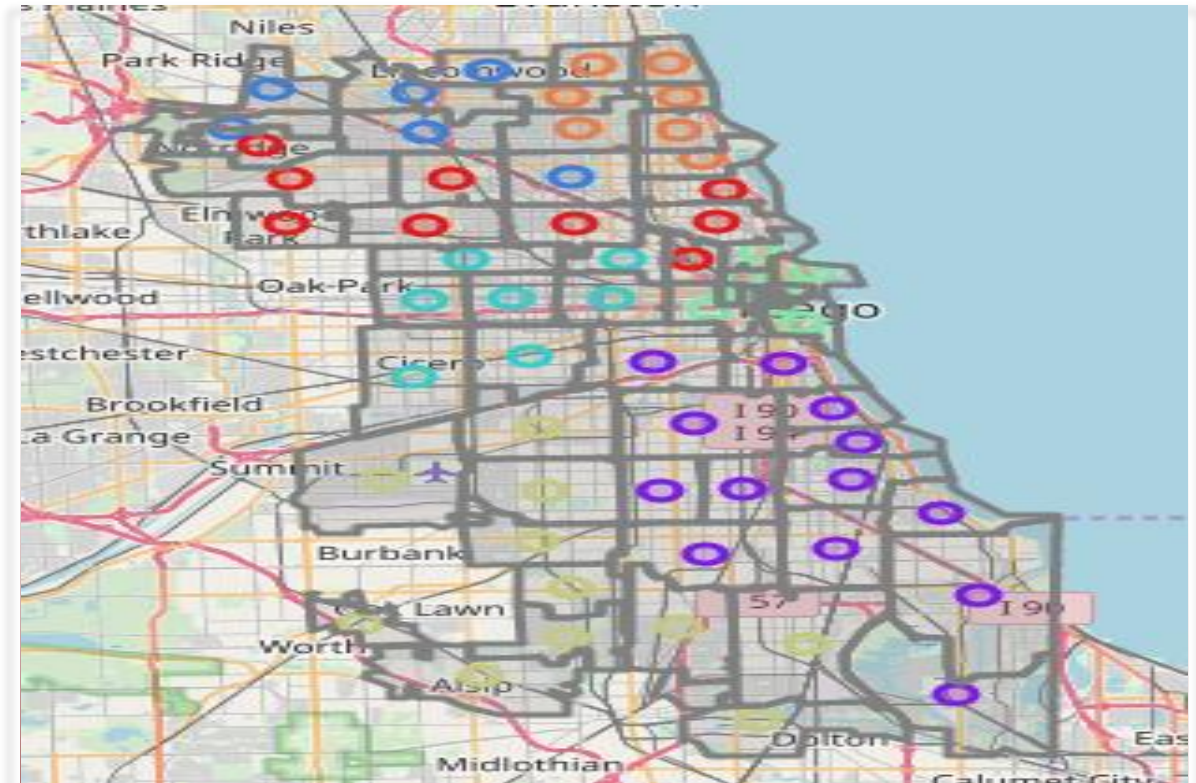
Project Scope



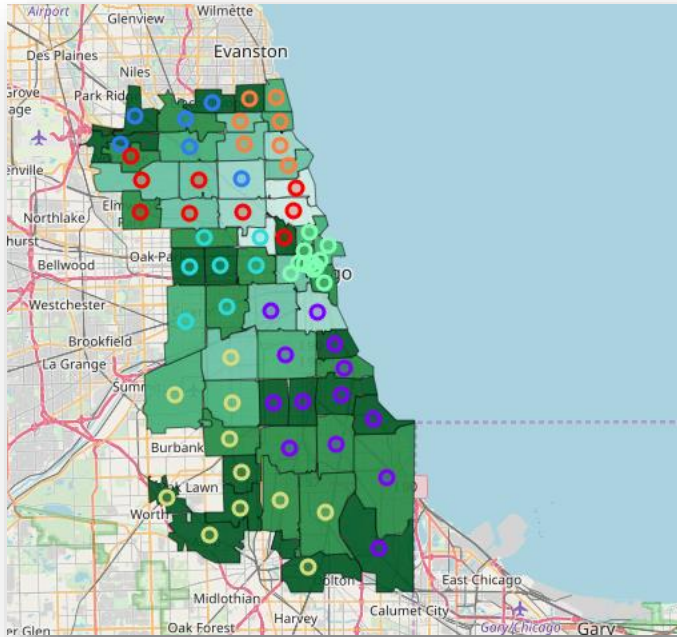
- Core Chicago-Region
 - Some upper south suburbs
- Beta-Visual Data Utilized
 - Lat/Long
 - GeoJson
- Clustering Layer
 - Develops this data
 - Narrows our Locations

Clustering

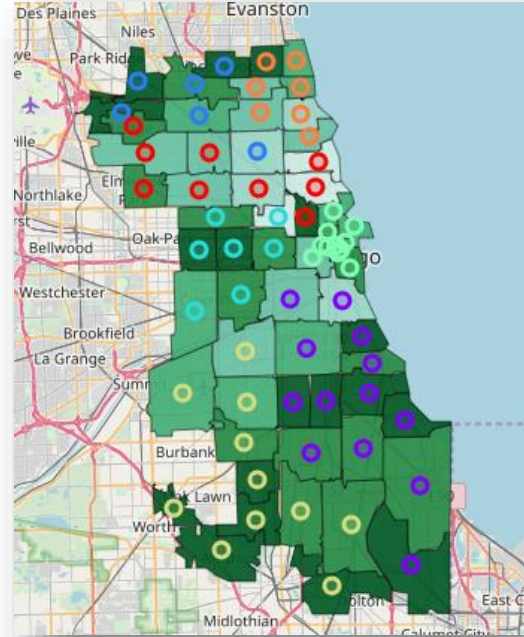
- Eight Clusters Identified
- Core Regions
 - South
 - Upper Loop
 - Niles/Park Ridge
 - Oak Lawn
 - Oak Park



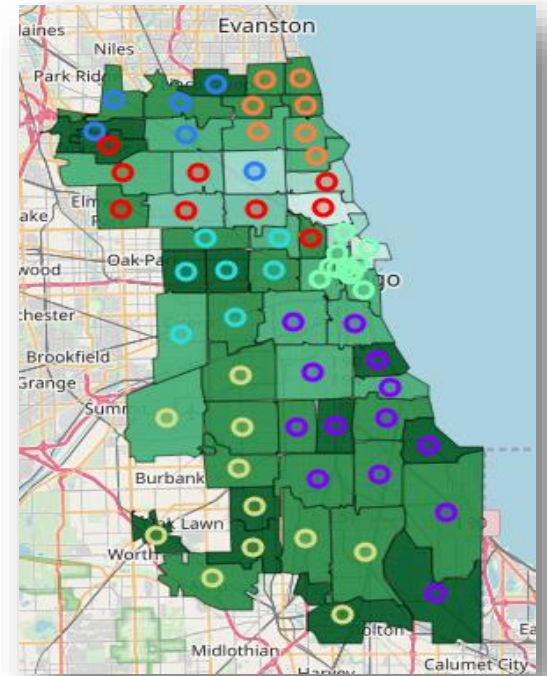
Outcomes



American Restaurant



Asian Restaurant



Public Art

Conclusion

- Meaningful Business Data Created
- Powerful tool for Aspiring businesspeople
- Routes of expansion
 - Consumer Analysis [spending habits, demographics]
 - Synergistic and Antagonistic industries

Questions?