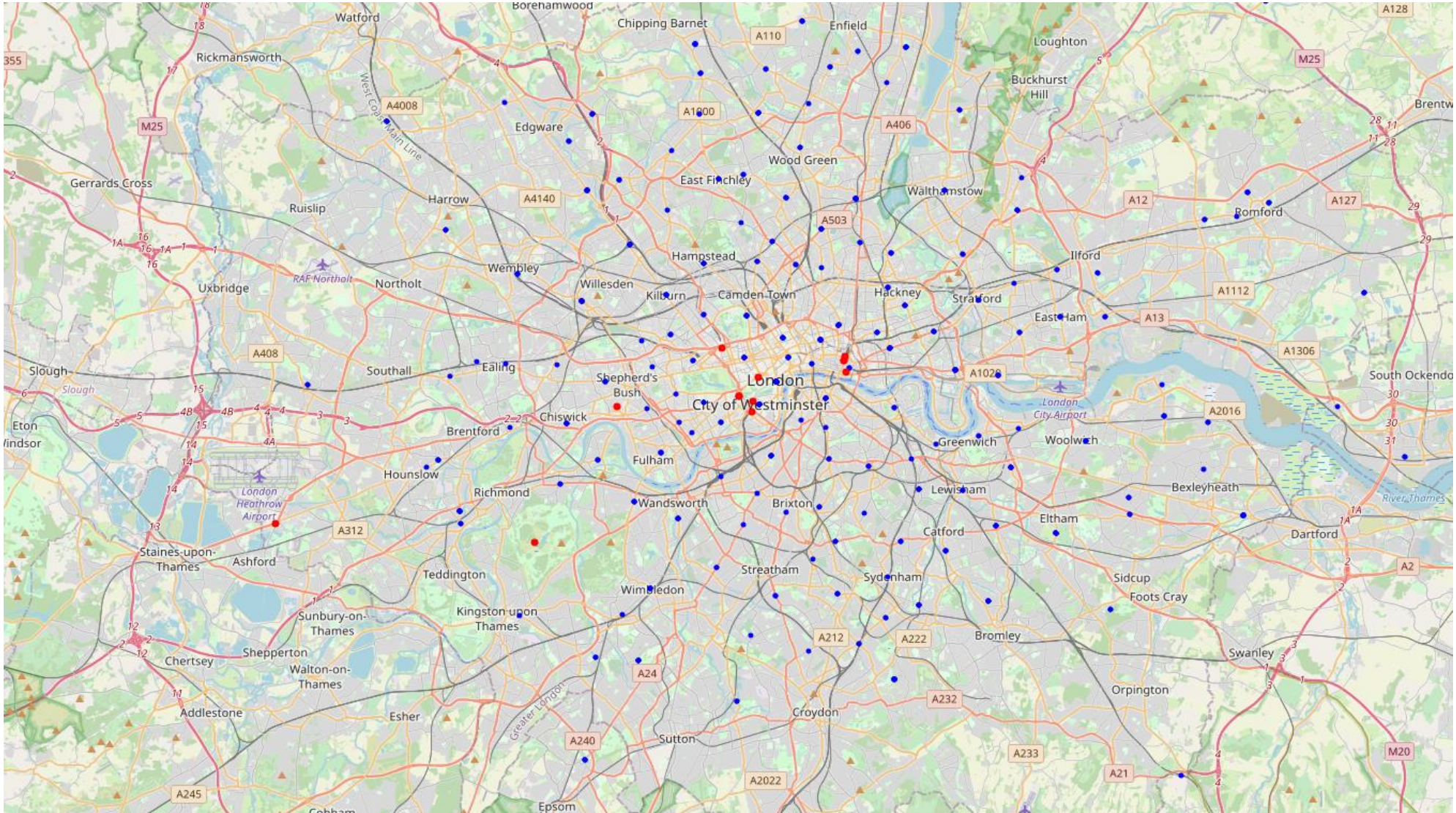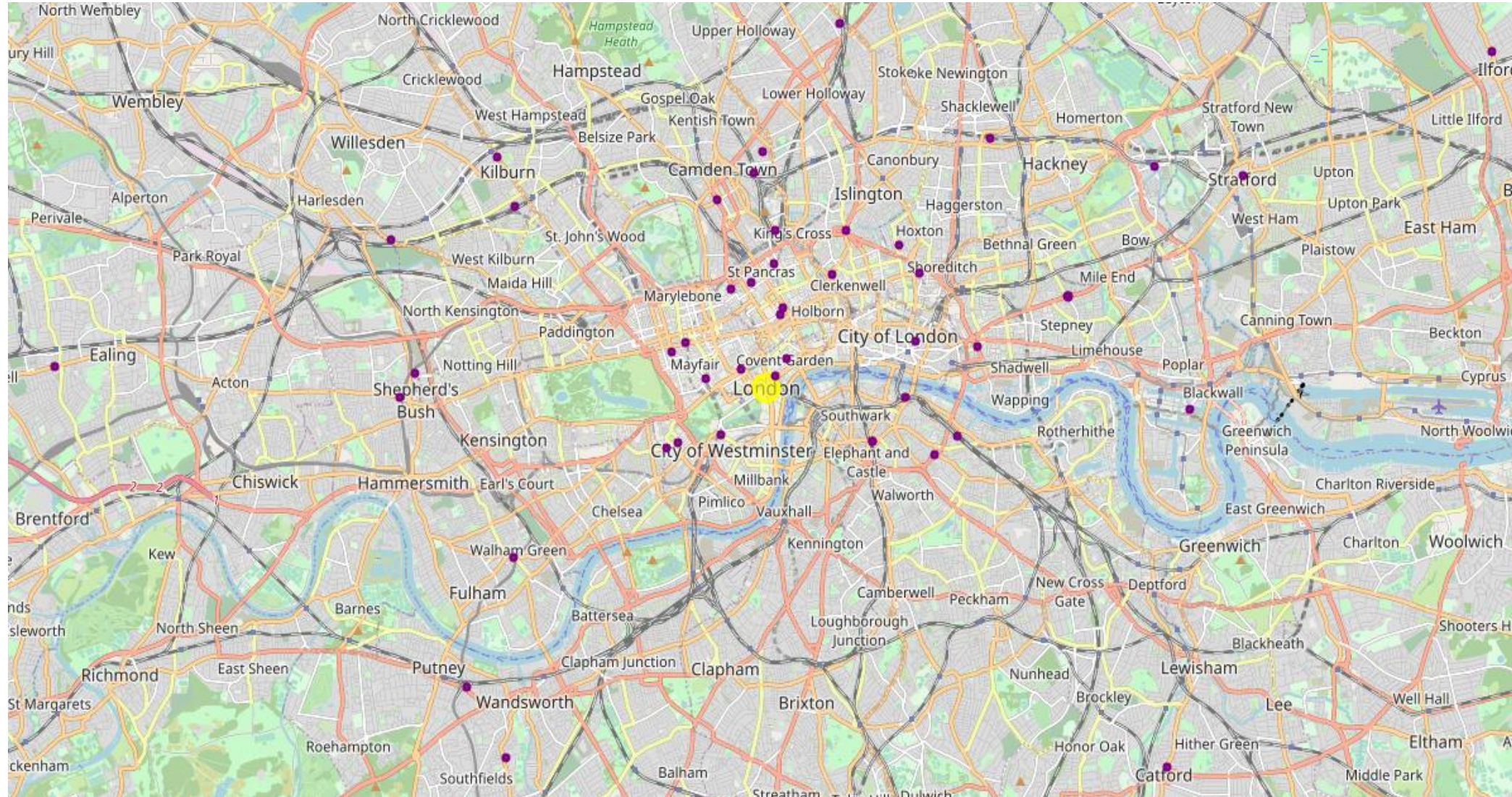# IBM
Data Science
Capstone Project
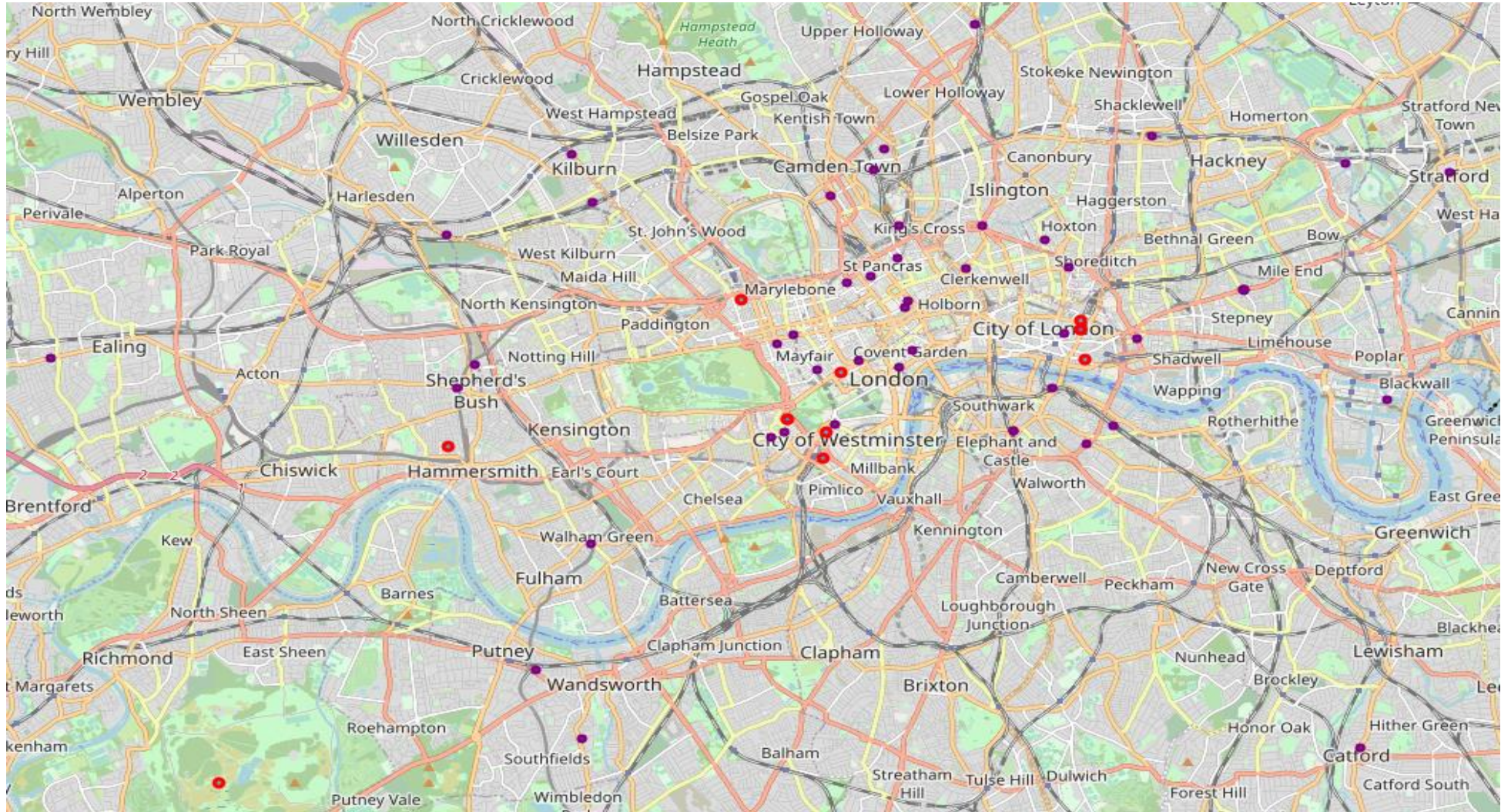
German venues in London

German/Austrian/Swiss entities in London   (red dots)

German venues in London from Foursquare   (purple dots)

Overlay of both maps

Findings

- <u>Results</u>
It seems that there is a strong correlation between 'German' venues and overseas offices of German/Austrian/Swiss entities. The reason might be that a higher expatriate population form those native countries work in those offices and therefore enjoy some 'feeling at home' entertainment.

- <u>Opportunities</u>
The 'Foursquare' data could be filtered further and check for which venues are restaurants. This filtered set could then be used to evaluate the potential to open a German style restaurant in those areas.

Currently the red dots are based on a list of a few entries from an individual web search. This could be improved by getting data from the German/Austrian/Swiss embassies where their countrymen/women live and therefore this would give a much better resolution.

Potentially this brings a hot topic of data sensitivity as giving such sensitive information away might not be allowed which I guess applies to many application in the 'Data Science' that the technology could give great results but could be in contradiction of individual rights.