**Introduction/Business Problem**

Clearly define a problem or an idea of your choice, where you would need to leverage the Foursquare location data to solve or execute. Remember that data science problems always target an audience and are meant to help a group of stakeholders solve a problem, so make sure that you explicitly describe your audience and why they would care about your problem.

Idea: by using the trending venues within the Foursquare location database, the user will find the best places where to shop in the city of Toronto, Canada

Audience: fashion/shopping addicted always lookin for the latest novelties. This tool would allow them to forecast what is growing more and more popular before it becomes too common.