**Introduction/Business Problem:**

**Location services have created new capabilities and existing businesses are using them more and more each day. Start-ups leveraging new technology and innovative tools have found themselves in a more capable role of being profitable and competitive by using location data to identify consumer patterns, tastes and trends. Location data is available from a number of social media platforms to include but are not limited to Google maps and Foursquare.**

**The owner of Acme Custom Bookmarks is considering moving her company to a larger market. Acme Custom Bookmarks is a novelty store that sells custom made book marks, book lights and other accessories that improve the customer’s reading experience. She has just hired a Data Scientist, to analyze the data and answer the question: “Given two major cities, which neighborhood, provides the optimal location for a niche book accessory company?”**

**The start-up is a niche, so it does not face much competition. However, as a niche company, its customer base tends to be very small. If this company chooses the wrong location, it very well may close its doors shortly after opening them.**

**Description of the Data**

**To answer the business question. The data scientist will collect location data from Foursquare and apply data science techniques and tools. In particular, the Data Scientist will use data visualization to answer the Business Problem. The data collected will involve comparison of the two prominent locations to determine which is the best location to recommend to the owner.**

**Methodology**

**Acme sells a variety of book accessories including book lights, book stands and bookmarks. As a complimentary good to books in brick and mortar stores, the best place for Acme to place its store is near the highest concentration of books. To discover this location, the Data scientist will graph the locations of the book related area in each neighborhood.**

# Results & Conclusion

**Given the following map of Toronto**

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**and the following map of Miami**

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**One must conclude that there is a noticeable difference between the book related stores around Downtown Toronto and Downtown Miami. Even if one were to consider that many of the venues in Toronto use the word "book" as part of their names. And there is no correlation between that store and Acme's book accessory. Toronto would still be the better choice.**