

## The Data

There are many location providers like Foursquare, Google and Yelp which all have updated information. However, we will be using Foursquare for this capstone project because it has the most appropriate and consistent location data which is updated on a continuous basis. Furthermore, Google and Foursquare recently started charging for their services but Foursquare offers a free personal plan than we will be using for this package. According to the Foursquare site, there are eight important groupings of location data which is available, and which are important for this project. Foursquare offers top picks, trending, food, coffee, night life, fun, shopping and breakfast all of which will be critical to the location and proximity search for a technology hub headquarters. Since location data on Foursquare is already grouped, it will provide a good place with enough information with which we can make decisions for the technology hub. Food, coffee, night life, fun, shopping and breakfast are already core factors for this project. We will be able to get fun places in the Stockholm region and be able to determine which places have the highest concentration of recreation activities and amenities for a technology hub.