Capstone Project:

The Battle of Neighborhoods

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Introduction

The use of location data to explore geographical locations allows us to analyze options for business in cities around the world.

This is possible by gathering information about existing business in specific area, so the details can be classified and clustered according different criteria in order to assemble a solidly funded recommendation.

Business Problem

What location is recommended to open a business in Seattle, WA?

The location is an important factor in the success of a new business. So, it is required to provide a set of alternatives for opening a business in Seattle, WA.

The recommendations will include location and kind of pre-existing business in the surrounding area, so, it can be identified what business will successfully fit in that neighborhood.

Foursquare location data will be used as source of information about the market places in the different neighborhoods in the city.

This research should be interesting to investors looking for opportunities with a comprehensive argumentation and details about the different options, so their decisions will lead to successful results.