

IBM Data Science Capstone

Opening a Gallery in Pensacola

Introduction

Pensacola known for its beach and marine life attracts many tourists throughout the season. There are many public events and opportunities, such as art festivals and art walks, for local artists to showcase their work. Making the city a great place for one to open a gallery. The question is what locations within the city would be the most optimal place to open an art gallery?

Business Problem

In this Capstone project, I will analyze the city of Pensacola with machine learning and clustering algorithms in order to determine the best locations for a client to open an art gallery.

Data

In order to solve this problem I will need information on the city's neighborhoods, zip codes, latitude and longitude, as well as the city's existing venues.

[https://namecensus.com/igapo/zip_codes/metropolitan-areas/metro-alpha/Pensacola%20\(FL\)1.html](https://namecensus.com/igapo/zip_codes/metropolitan-areas/metro-alpha/Pensacola%20(FL)1.html)

I will extract the information on Pensacola's neighborhoods, counties, and zip codes from this link using BeautifulSoup.

In order to find the latitude and longitude of each zip code, I will use Python's Geocoder package (<https://geocoder.readthedocs.io/index.html>)

I will use <https://foursquare.com> to find the existing venues in the area