

Week-4-Project-Introduction

July 10, 2020

The Battle of Neighborhoods - Choosing location to open a small business

0.0.1 1. Introduction

In this project, we are interested in opening a small business in New York City. To identify a viable business the location plays an very important role. Our aim is to identify what kind of business will be successful in which location. For which we will first identify the most visited business location based on the check-ins. Then we will try to find the neighborhoods that are lacking the selected type of business, which will be our potential opportunity to choose the business and location.

0.0.2 2. Target Audience

The target audience for the project will be anyone open to the idea of starting a small business as an investment opportunity, without a plan of what business to setup and the potential location for the same.

0.0.3 3. Data Section

The data is used from the following link <https://sites.google.com/site/yangdingqi/home/foursquare-dataset>. It contains 227,428 check-ins in New York City. The data contains two files in tsv format. Each file contains eight columns which are,

1. User ID (anonymised)
2. Venue ID (FourSquare)
3. Venue Category ID (FourSquare)
4. Venue Category Name (FourSquare)
5. Latitude
6. Longitude
7. Time Zone offset in minutes (The offset in minutes between when this check-in occurred and UTC)
8. UTC time

0.0.4 4. Application

We will find the most visited type of shop (commercial) according to the number of check-ins given in the data, then we will try to find neighborhoods that has none of this type of shop.

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