**Business Location Selection Optimization Through Data**

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**Introduction**

Entrepreneurism is the backbone to today’s society. According to the Small Business Association, 66% of small businesses will survive their first 2 years. Half of businesses fail within the first year. The success of a business depends largely on its location. So you must carefully choose an ideal location because this can be the determinant between the success and failure of your business (Gaille, n.d.). Although more and more businesses in today’s economic arena are no longer location-dependent, Forbes states that “location is everything” for many types of small businesses. (Craig, n.d.)

The importance of location cannot be understated. Foursquare data can be leveraged to identify potential locations for prospective businesses. Based on the business type, existing businesses of the same genre within a specified radius, the existing businesses' ratings, and numerous other attributes available from Foursquare, recommendations on location can be made to clients backed by data. Potentially, this data could be cross referenced with Multiple Listing Service (MLS) records to determine available properties within those areas. Using Foursquare and other similar data sources, potential entrepreneurs can make decisions that could mean the difference between success and failure.

**Body - Four Sections**

Describe the data that you will be using to solve the problem or execute your idea. Remember that you will need to use the Foursquare location data to solve the problem or execute your idea. You can absolutely use other datasets in combination with the Foursquare location data. So make sure that you provide adequate explanation and discussion, with examples, of the data that you will be using, even if it is only Foursquare location data.

**Data Section** - Include written descriptions of data and follow with relevant spreadsheets.

* The following data endpoints **will** be utilized from Foursquare:
  + Categories
  + Likes
  + Similar
  + Details (Premium)
    - Name
    - Location
      * lat
      * lng
    - Categories
* The following data endpoints **may** be utilized from MLS:
  + lat
  + lng
  + address
  + price range
  + square footage

**Methods Section** - Explain how you gathered and analyzed data.

**Analysis Section** - Explain what you analyzed. Include any charts here.

**Results** - Describe the results of your analysis.

**Conclusions**

* Restate the questions from your introduction.
* Restate important results.
* Include any recommendations for additional data as needed.

**Appendix**

* Include the details of your data and process here.
* Include any secondary data, including references.