

Introduction/ Business Problem

Based on the presented laboratory works and the results obtained by other students, it can be assumed that the analysis of the environment of business objects (for example, restaurants or cafes) based on data from Foursquare can be used as a source of ideas for primary business decisions: for example, choosing a place to open a restaurant with a specific cuisine, analysis of competitors in the environment.

I want to test the applicability of Foursquare Neighborhood Analysis as a tool for making basic business decisions. The proposed method for checking this tool: in one of the cities with sufficiently substantial data in Foursquare, we select several clusters of restaurants, filter by specific cuisine (for example, Italian), after sorting by reviews we select the 2 most visited with the best reviews, remove one of them. When re-analyzing the same cluster, we find out if a real restaurant falls into the area recommended for opening. For representativeness of the assessment, this analysis should be carried out on several clusters, types of business and repeated for another city.

Data

Data from Foursquare about a certain type of business (restaurants), with filtering by type of cuisine and aggregation into clusters for geographical analysis. To assess the performance of the model, historical information on trends / attendance will be used. Most likely, data will be used for New York and Toronto.