

## Applied Datasience Capstone Project

Now that you have been equipped with the skills and the tools to use location data to explore a geographical location, over the course of two weeks, you will have the opportunity to be as creative as you want and come up with an idea to leverage the Foursquare location data to explore or compare neighborhoods or cities of your choice or to come up with a problem that you can use the Foursquare location data to solve. If you cannot think of an idea or a problem, here are some ideas to get you started:

For this week, you will be required to submit the following:

1. A description of the problem and a discussion of the background. **(15 marks)**
2. A description of the data and how it will be used to solve the problem. **(15 marks)**

### 1. Background

We are a consulting company helping small and medium sized enterprises (SMEs) to enter the market and develop themselves on the French Area. (France, Monaco, Switzerland). One of our client, owner of Spas, is already established in Paris and would like to extend its activity in Monaco. They came to us for business consultancy services on the Monegasque Spa Market.

They want our advice on where to locate their new Spa.

### 2. The problem

With the power of crowd sourced data on platforms like Foursquare, we can apply data analytics to help our client make better business decisions where to locate their restaurant.

This platform will locate the different spa by cluster which will help the company understand the areas where client are more likely to go when they are looking for well-being institute.