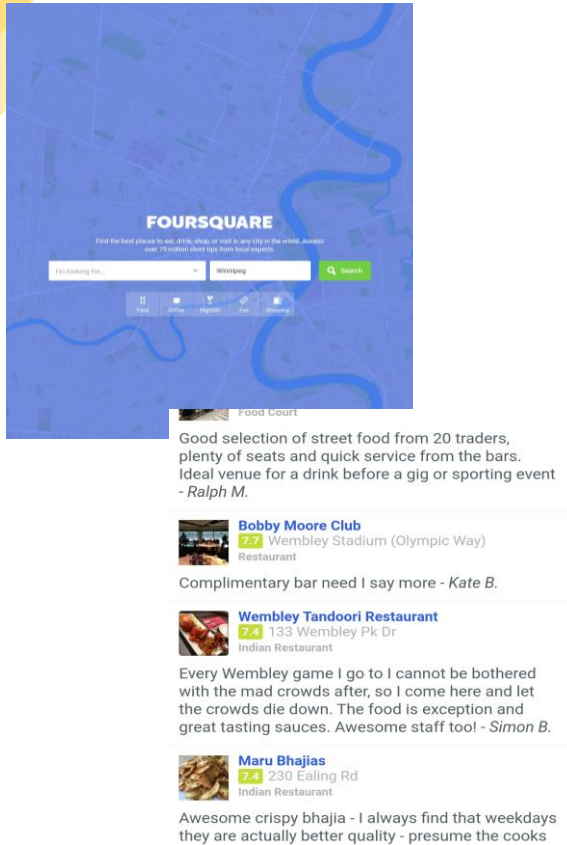




# An Agile Way to Select Places to Visit for Vacation

# Data Source

The Data is sourced from Foursquare.



## Foursquare

- It is a technology company with a massive dataset of location-data
- The location data is available for use by anyone
- It is used by many companies whose services are driven by location data
- The dataset is crowd-sourced
  - individuals connect to Foursquare using either the Foursquare App or Website to add venues or update data about venues

Source: <https://foursquare.com>

# Data Source - Data

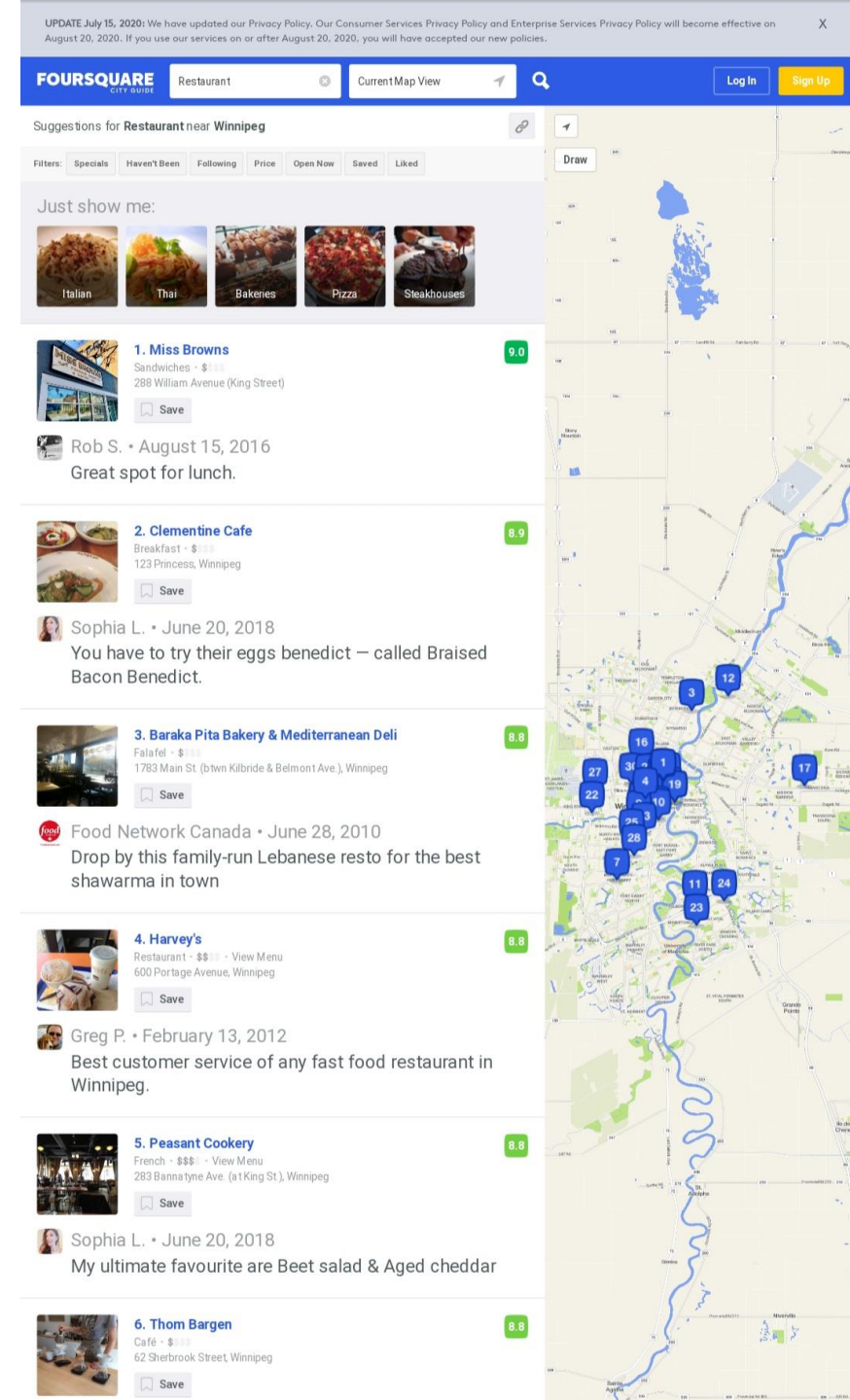
## Foursquare Places - Data

Offers real-time access to a global database of rich venue data and user content used to drive location-based experiences on apps and websites.

The data from Foursquare Places

- represents 100M+ commercial points-of-interest (POI)
- covers 248+ countries and territories
- contains 80+ extended attributes
- is trusted by top enterprises their location-based services
- is updated regularly by the Foursquare Consumer App Superuser Community
- is accessible via Foursquare API (Application Programming Interface) or as a Flat File

Source: <https://docs.foursquare.com/docs/places-data-overview>



# Data Source – Places (Flat File)

## Foursquare Places - Flat File

The flat file is available in JSON or TSV format.

It provides the following

- 60M+ commercial points-of-interest (POI)
- 941 Venue Categories
- 1M+ fresh Tips (added within the past six months)
- 18.5M fresh Photos (added within the past six months)
- 7.6M+ Venues with popular hours
- 23K+ Chains, including retailers, autodealerships, etc.



# Data Source – Places (Access & Usage)

## Foursquare Places API – Access and Usage

The following control access to and usage of Foursquare API.

- API Endpoint - this is the point where two applications connect
- Rate Limit – this specifies the maximum number of calls allowed within a specific time interval
- Authentication - used to recognize users and allow access



Source: <https://developer.foursquare.com/docs/places-api/getting-started/>

# Data Source – API (Endpoints)

## Foursquare API - Endpoints

There are two types of Endpoints

- Regular
  - This include basic venue descriptive attributes such as data, category, and ID
- Premium
  - This includes all basic attributes and other rich data such as ratings, URLs, photos, tips, menus, etc.

Note:

Restrictions on endpoints are applied based on the type of account in use.

## Regular Endpoint

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[Places API](#) / [Endpoints Overview](#)

### Regular API Endpoints

Method	Endpoint Group	Endpoint	Usage	Required?
GET	venues	<a href="#">search</a>	Search for Venues	—
GET	venues	<a href="#">explore</a>	Get Venue Recommendations	—
POST	venues	<a href="#">select</a>	Report Venue Selection	—

## Premium Endpoint

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[Places API](#) / [Endpoints Overview](#)

### Premium API Endpoints

Method	Group	Endpoint	Usage	Required?
GET	venues	<a href="#">details</a>	Get Details of a Venue	—
GET	venues	<a href="#">photos</a>	Get a Venue's Photos	—
GET	venues	<a href="#">tips</a>	Get a Venue's Tips	—

Source: <https://developer.foursquare.com/docs/places-api/endpoints/>

# Data Source – Rate Limit

## Foursquare Rate Limits

What is Rate Limit?

- Rate Limit regulates the use of API
- It determines if a Regular or Premium API call will be made

Types of Rate Limit

- Daily Call Quota
- Hourly Rate Limit

Note:

- Rate limit acts per top-level endpoint, not per end-point
- the limit that will be placed on the usage of the API will depend on whether hourly rate limit or daily call quota occurs first

### Daily Call Quota

Account Tier	Sandbox	Personal	Start-up
Regular API Calls	950	99500	Call for Upgrade
Premium API Calls	50	500	Call for Upgrade

Call Quota

- represents the maximum number of API calls allowed in 24 hours.
- resets daily at midnight UTC
- dependent on the tier of the developer's account

### Hourly Rate Limit

Type	Hourly Rate Limit
Userless requests to venues/* endpoints	5000
Userless requests to other endpoint groups	500



# Data Source - Authentication

## Authentication

This refers to the codes that allows users to connect to Foursquare.

There are two types authentications that can be initiated:

- userless auth
- user auth



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### Userless Auth

- a user's permission is not required
- requires Client ID and Client Secret

### User Auth

- user's permission is required
- there are two types
  - iOS/Android (which uses native auth)
  - Web (which uses OAuth)

Note:

OAuth is a standard that allows applications and websites have access to resources on other application or website on behalf of users.

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Source: <https://developer.foursquare.com/docs/places-api/authentication/>

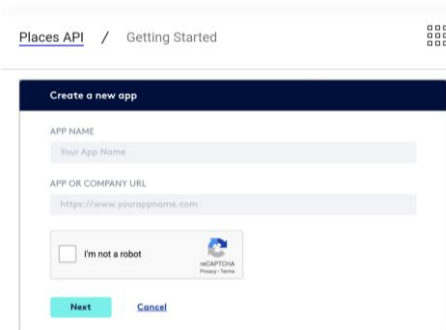


# Data Source – Places API

## Foursquare Places API – How to

To use Places API, the developer would

- create a developer's account
- create a Foursquare app and submit the URL for the host
- obtain app credentials – Client ID and Client Secret
- make an API call to get requests of Foursquare's servers
- use OAuth access to make authenticated calls



The screenshot shows the 'Create a new app' form on the Foursquare Places API website. The form has a dark blue header with the text 'Create a new app'. Below the header, there are two input fields: 'APP NAME' with a placeholder 'Your App Name' and 'APP OR COMPANY URL' with a placeholder 'https://www.yourappname.com'. There is a checkbox labeled 'I'm not a robot' and a CAPTCHA image. At the bottom, there are two buttons: 'Next' (in green) and 'Cancel' (in blue).

### Obtain Your Client ID and Secret

Once you've created your app, make note of your Client ID and Client Secret since you will need these credentials in order to make a request. Please note the key below has been generated for this guide and will not be usable in an application.



The screenshot shows the 'ID & SECRET' section of the Foursquare Places API developer page. It displays two lines of text: 'CLIENT ID' followed by a long alphanumeric string and 'CLIENT SECRET' followed by another long alphanumeric string. Below the text, there is a link that says 'Reset Client Secret'.

### Note:

- Different account options are available for a developer to choose from.
- The type of account determines the amount of data that can be pulled at any point in time.

Source: <https://developer.foursquare.com/docs/places-api/getting-started/>

# Data Source - Accounts

## Foursquare Accounts

There are four account tiers:

- Sandbox (Initial Account Created)
- Personal account (Non-commercial)
- Start-up (Commercial)
- Enterprise (Commercial)

Note:

- Upgrade from Sandbox to Personal needs credit card verification.
- A personal account can be upgraded to a more suitable account as needed.

Personal Non-Commercial ⓘ	Start-Up Commercial ⓘ	Enterprise Commercial ⓘ
<b>FREE</b>	<b>\$599</b> per month	<b>CONTACT US</b>
<ul style="list-style-type: none"><li>✓ 105M+ points-of-interest</li><li>✓ 2 Photos &amp; 2 Tips per Venue</li><li>✓ 2 Queries per Second (QPS)</li><li>✓ 1 App per Account</li><li>✓ Insight into API Usage</li><li>✓ API Call Quota 99,500 <b>Regular Calls</b> + 500 <b>Premium Calls</b> ⓘ</li></ul>	<ul style="list-style-type: none"><li>✓ A Commercial License</li><li>✓ 2X More QPS, Venue Photos &amp; Tips</li><li>✓ Unlimited Apps per Account</li><li>✓ Featured on Foursquare Website</li><li>✓ 72-Hour Email Support</li><li>✓ Unlimited API Calls \$0.001 / <b>Regular Call</b> \$0.06 / <b>Premium call</b> ⓘ</li></ul>	<ul style="list-style-type: none"><li>✓ Even more photos, tips, and QPS</li><li>✓ Dedicated technical support</li><li>✓ Higher call volume with tiered price discounts</li></ul>
<a href="#">Continue</a> ➤	<a href="#">Continue</a> ➤	<a href="#">Let's Talk</a> ➤

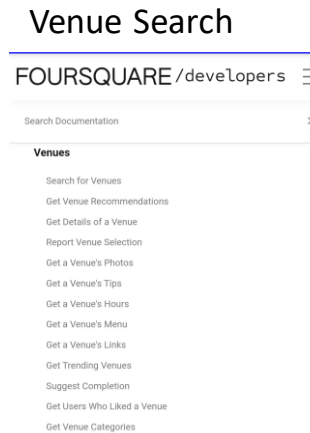
# Data Source – Venue Search

## Foursquare API – Venue Search

This is used to search for venues around a particular location.

The steps involved are

- Make venue search request  
<https://api.foursquare.com/v2/venues/search>
- Authenticate to connect: This could be a userless or user authentication
- Specify required parameters: Some parameters and their description are shown
- Get and analyse the response to the request



## Search Parameters

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Parameters		
Name	Example	Description
ll	40.74224,-73.99386	<b>required</b> unless <b>near</b> is provided. Latitude and longitude of the user's location.
near	Chicago, IL	<b>required</b> unless <b>ll</b> is provided. A string naming a place in the world. If the <b>near</b> string is not geocodable, returns a <b>failed_geocode</b> error. Otherwise, searches within the bounds of the geocode and adds a geocode object to the response.
radius	250	Limit results to venues within this many meters of the specified

## Authentication

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Authentication	
This endpoint supports <b>userless</b> or <b>user</b> authentication.	
Supported	Description
Userless	<b>required</b> unless OAuth token is provided. A valid Client ID and Secret in the query string of each request. Eg. <code>&amp;client_id=XXXX&amp;client_secret=XXXX</code>
User	<b>required</b> unless Client ID and Secret are provided. A valid OAuth access token in the query string of each request. Eg. <code>&amp;oauth_token=XXXX</code>

## Response Fields

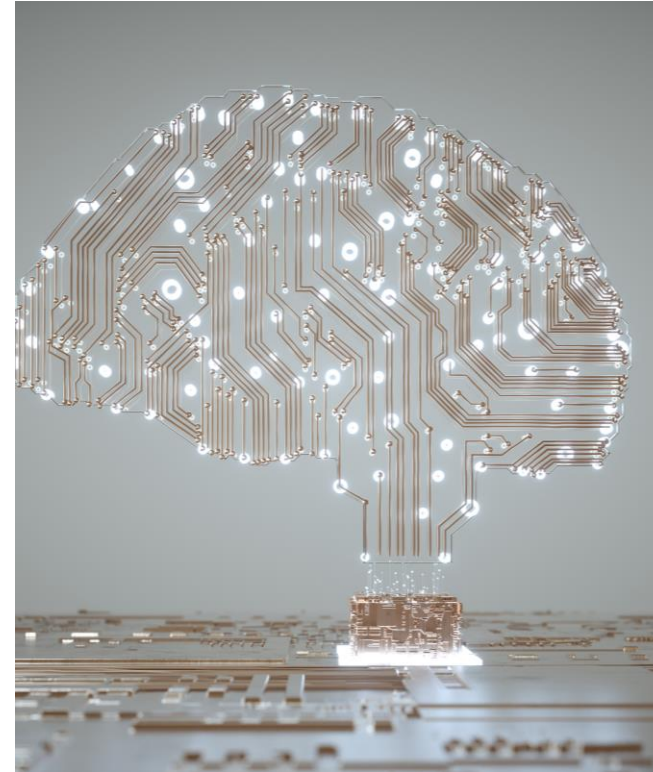
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Response Fields	
Field	Description
id	A unique string identifier for this venue.
name	The best known name for this venue.
location	An object containing none, some, or all of address (street address), crossStreet, city, state, postalCode, country, lat, lng, and distance. All fields are strings, except for lat, lng, and distance. Distance is measured in meters. Some venues have their locations intentionally hidden for privacy reasons (such as private residences). If this is the case, the parameter <code>isFuzzed</code> will be set to true, and the lat / lng parameters will have reduced precision.
categories	An array, possibly empty, of categories that have been applied to this venue. One of the categories will have a <code>primary</code> flag set to true.

Source: <https://developer.foursquare.com/docs/api-reference/venues/search/>

# Data Skills

- Programming in Python
- Working with Foursquare API
- Data Wrangling
- Machine Learning
- Mathematical Operations
- Map Visualisation



# Data Tools

Item	Description
Python	Programming language
Python Notebook	Application to write and share code
Foursquare API	Real-time location data from the Foursquare server
Github	Repository for programmers
Geopy	To get coordinates of an address or location
Nominatim	To convert any address to latitude and longitude values
Haversine Formula	To calculate the great-circle distance between two points on a sphere
Math	For mathematical calculations
JSON	To handle JSON files
Requests	To send HTTP requests

Item	Description
KMeans	To form clusters
IPython	An Interactive command line used to display images
Matplotlib	To create static, animated and interactive visualisations
Folium	To visualise data on an interactive leaflet map
Numpy	For scientific computing
Pandas	For data analysis and manipulation
Scipy	For numerical computation
Scikit-learn	For predictive data analysis
Imbalanced-learn	Resampling techniques for balancing datasets



# Methodology

## Preliminaries

- Create a developer account in Foursquare
- Obtain Foursquare application credentials (Client ID and Client Secret)
- In a Python notebook, use python language to install and import the required libraries

## Get the Data

- Obtain data (venue's data) from Foursquare and visualize on a map

## Investigate Venue Options

- Calculate the distance between the venues using Haversine formula to aid route planning
- Get venue ratings and tips for each venue, which were independently supplied by users, who have visited the venue
- Use the venue preferences will be used to determine availability of venues of personal interest
- Create clusters of most visited venues using KMeans
- Identify venues that are trending in that location