Coursera Capstone – Ideal location for Aesthetics Recommender

Introduction

Aim of this project is to build a recommender system to discover neighbourhoods and its venues. This recommender system is based on clients' choice of profession and to choose a neighbourhood that may be profitable in the near future.

Our client needs a Recommender system based on the immigrant's professional interest as the first criteria. Here we will explore the profession of Aesthetician.

Business Problem

As one plans to move to a new neighbourhood, we tend to look for websites providing various details. The details are mostly scattered around many websites.

A brief Intro about Aestheticians: Aestheticians are state licensed health and wellness professionals. Aestheticians must complete a course of training and/or education and pass specific state written and practical examinations to earn licensure through their state board of cosmetology or department of health.

To outperform in the battle of websites, our client needs to add a Recommender System in their website. As the client is experiencing visitors, who are Aestheticians by profession and would like to move to a neighbourhood based on number of similar profession and needs to be close by to nails/barber/hairdresser facilities, so as to draw more customers. After choosing the borough, the client will be able to look at the neighbourhoods with its amenities, towards choosing a neighbourhood for moving.

Data Inputs

To provide quality information meeting the client's requirements, we need to access following different data sources:

- Bodysafe Data : An open source dataset provided by City of Toronto. https://open.toronto.ca/dataset/bodysafe/
- FourSquare: An open source API for proving information about venues and current trends.
- Wikipedia : Here we find all the Boroughs and its neighborhood data.