

Analyzing the various regions in New Brunswick for Starting a Restaurant

Applied Data Science Capstone Project

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Introduction

New Brunswick is one of the 13 provinces in Canada and is part of the three Maritime provinces and included as one of the four Atlantic provinces. In recent years, the province has attracted a critical mass of businesses in sectors such as advanced manufacturing, cybersecurity, and digital health, among others. This would invariably attract further participants, both customers and other businesses alike, leading to great opportunities and realization of potential. Thus, I have chosen to focus on New Brunswick to understand and explore potential opportunities that can be obtained using machine learning techniques and the Foursquare API.

Given that there is an expected growth in population and economy through the development of New Brunswick, I plan to focus on finding a suitable location to operate a convenience store. Thus, the goal of this project is to use the Foursquare location data and K-Means clustering technique of the venue information to determine the ideal location in New Brunswick to open a convenience store.