Introduction

Most people enjoy eating ice cream in different occasions. Each group of customers from each group of age favor different types of ice-cream products. For example, after shopping, people would like to have one type of ice-cream while when people meet in an ice cream shop to enjoy a refreshing ice cream with a group of friends will enjoy another type.

Business Problem

There are many ice-cream shops that many of them are not successful. They start their businesses, but they are not able to continue and close their businesses or change their direction. One of the main reasons of loss of these businesses is not selecting the right location.

Therefore, the goal of this project will be to use data analysis techniques to help the investors to find the right location for an ice-cream shop in a neighborhood in the city of Los Angeles.

As additional services, we can also use data analysis techniques to advice the businesses in providing the type of ice-cream products according to the demand of the neighborhood. Additionally, with foursquare rating system we can follow the successful business stories and make suggestions.