Data

The City of Los Angeles is very big, and it has very diverse neighborhoods. Additionally, there are many plazas, shopping centers, and recreational centers in the city.

We can use foursquare to locate the plazas, shopping centers, and recreational centers to spot the best possible places to start an ice-cream business while we should have an enough distance from the existing ice-cream shops as possible. Additionally, we can use foursquare ratings for the current ice-cream businesses and follow their successes stories.

- For the process, first we will get all the longitudes and latitudes coordinates of the neighborhoods of city of Los Angeles by their street intersections using the data source from "http://geohub.lacity.org/datasets/intersections".

- After getting the data, we will normalize the data according to the range of longitudes and latitudes that we desire to analyze.

- After, normalizing, we will pass the coordinates to foursquare to analyze the neighborhoods around the given coordinates to find the best spots that will satisfy the conditions, which will be: closer to shopping or recreational centers AND having the largest distances from the existing ice-cream shops.

- As additional services we can analyze and predict the type of the future customers and suggest type of the ice-cream products that will work the best; and by gathering the ratings data from foursquare about the existing ice-cream shops and their success stories make suggestions accordingly.