Coursera/ IBM Capstone project

This document will contain a description of the project as designed and full executed by me, Sander van den Belt, functioning as my capstone project for the IBM Applied Data Science track, issued by coursera.org.

The guidelines are as follows:

*Now that you have been equipped with the skills and the tools to use location data to explore a geographical location, over the course of two weeks, you will have the opportunity to be as creative as you want and come up with an idea to leverage the Foursquare location data to explore or compare neighbourhoods or cities of your choice or to come up with a problem that you can use the Foursquare location data to solve.*

## Description & background

In my current job as a marketing analyst, one of the clients is a cooperation between 9 different cities, ass with a Hanseatic past. They cooperate for their marketing, but all have claimed their own USP (unique selling point) within the cooperation. I’m curious whether these USP’s are reflected by the Foursquare data.

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| --- | --- |
| **City** | **Claimed USP** |
| Hasselt | Religious culture |
| Kampen | Lively, many small shops |
| Zwolle | Dynamic, hipster |
| Hattem | Picturesque/ painting/ art |
| Elburg | Fishing |
| Harderwijk | Food/ fine dining |
| Deventer | Events |
| Zutphen | Original shops/ shopping |
| Doesburg | Culture/ history |

Source: <https://www.visithanzesteden.nl>

Stakeholders for this project will be the colleagues at Hanzesteden Marketing (“hanseatic cities marketing organisation”), local governments and (potential) entrepeneurs, in case we see major gaps appearing in the categories of venues being present in each of the cities.

## Description of data

For this, I will need a few data sources:

* Names of the cities
  + Maybe coördinates or the city centers if I can’t get the API to understand what places I’m looking for, it’s rather USA-focused
* Foursquare venues, with name of the cities as input (*near=*)
  + Most importantly I will need the categories returned by Foursquare
* The USPs used for marketing purposes of all the cities