CAPSTONE ASSIGNMENT – REPORT

# INTRODUCTION

Foursquare location data was used to identify all Medical centres within a 30km radius of the client’s location in Townsville, QLD, Australia. This information represents substantial value to a marketing firm operating within the health care segment. Key stakeholders include the data analyst, their client, the potential leads, and the general population.

# DATA

The data used came directly from Foursquare. The option to consolidate this location data with other data collected from the Australian Bureau of Statistics and the Australian Business Register was not enacted on as all data required for analysis was available within the Foursquare data set.

# METHODOLOGY

All necessary libraries were imported, including folium for generating a map. Following this, my client login details and secret were assigned a value in order to access the Foursquare data set. A reference location was then added. I chose “Kirwan”, which is a suburb within the Townsville district in Northern QLD, Australia. I then assigned the search term “Medical” to a variable and a radius of 30000m to another variable. These were used to define the URL which called the necessary information. A Pandas dataframe was then created and edited, before using that data to generate a folium map.

# RESULTS

The results were positive. With the single keyword “Medical”, a list of 29 potential clients were generated, all within a 30km radius of Kirwan. However, the map failed to render, even though it was generated correctly.

# DISCUSSION

Using further keywords related to the health care segment, it is possible to both quickly and easily generate a substantial list of potential clients for the main stakeholder. Keywords such as “Physiotherapy”, “Sports”, “Dental”, “Optemtrist”, etc. can be used to create hundreds of potential leads for the client within a matter of minutes.

# CONCLUSION

This technique of using Foursquare location data to generate a list of potential clients is extremely useful for businesses operating within a defined geographic region. For example, the aforementioned marketing firm working within the health care segment has confirmed a large potential market for their business.