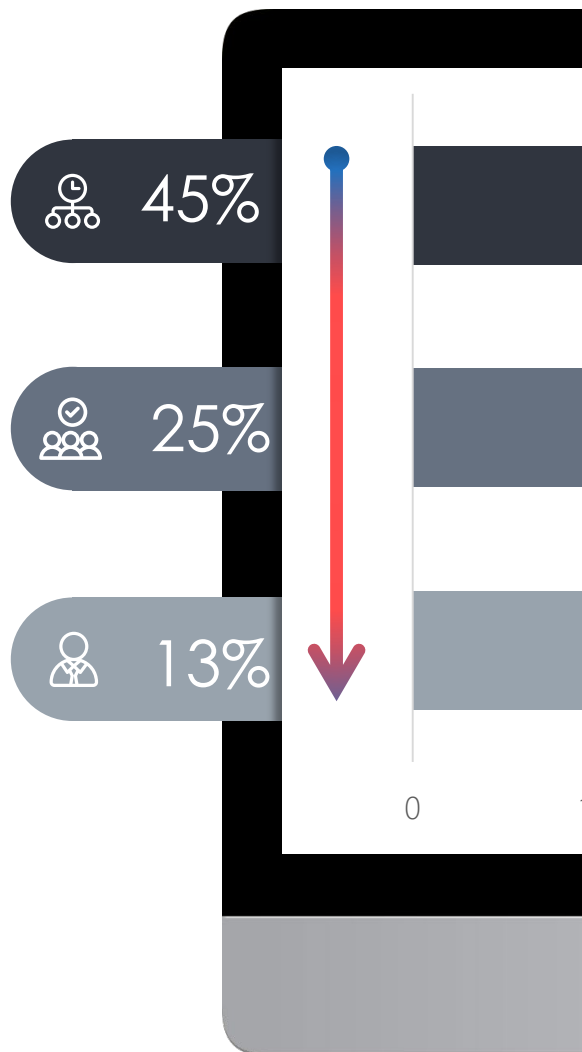


The Battle of Neighborhood Project



UPSCALING BUSINESS THROUGH

FOURSQUARE

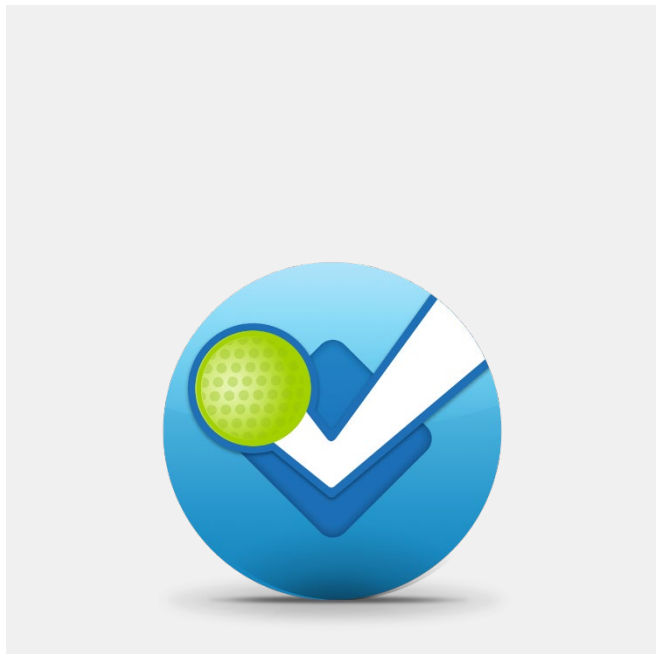


BUSINESS PROBLEM

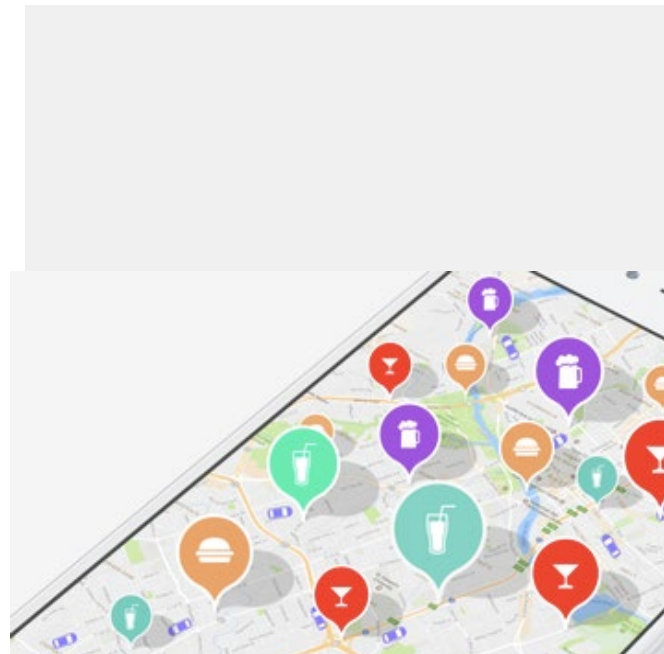
I own a coffee shop in Philadelphia which is among top rated destinations in the city. Recently, I have seen a decline in the number of customers visiting my coffee shop and i want to solve this problem by utilizing Data Mining through Foursquare

DATA

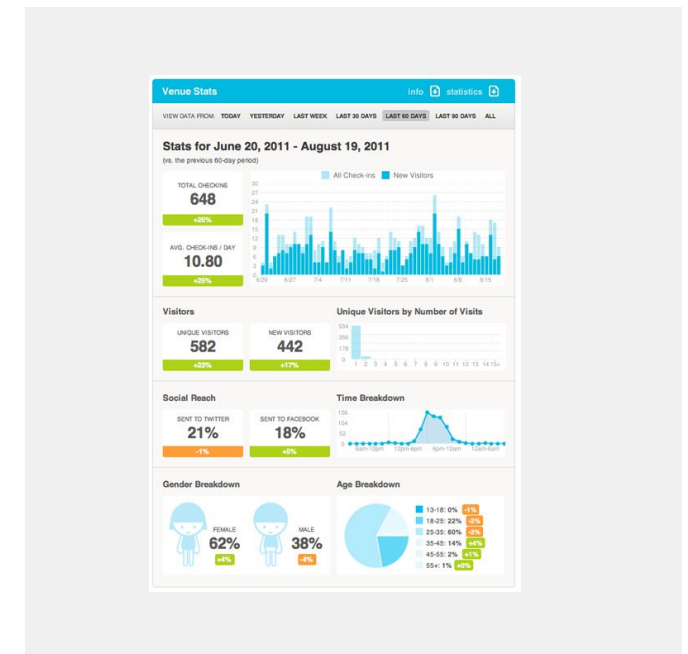
Get Foursquare user data
and check ins



Identifying current trends



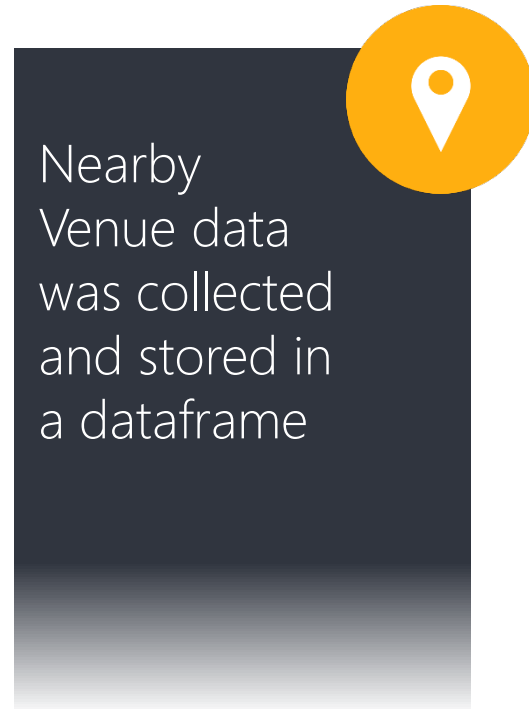
Foursquare Analytics
Dashboard



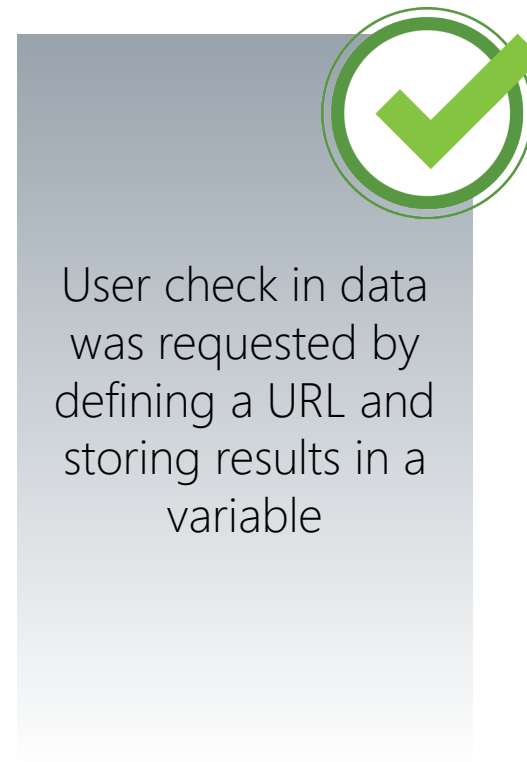
METHODOLOGY

FOURSQUARE API

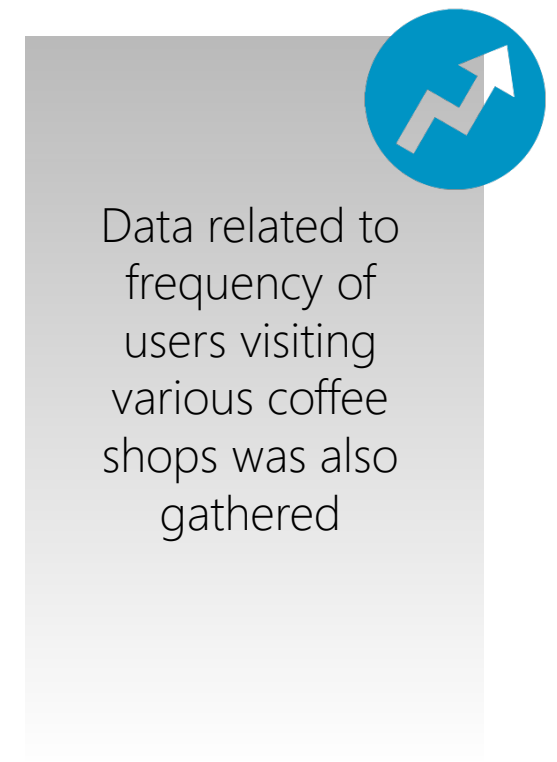
Nearby Venue data



User Check-Ins



User Visit Count



RESULTS

id	location.address	location.cc	location.city	location.country	location.crossStreet	location.dis
4a5eba3cf964a5201cbf1fe3	1636 Walnut St	US	Philadelphia	United States	at 17th St	440
40b28c80f964a520d3f81ee3	264 S 16th St	US	Philadelphia	United States	btwn Locust & Spruce St	597
4a7daa29f964a52012ef1fe3	1701 Market St, 1st Floor, 6 Penn Ctr	US	Philadelphia	United States	John F Kennedy Blvd	302
4abbbbee5f964a520a98420e3	1113 Market St	US	Philadelphia	United States	at N 12th St	478
4ac7705bf964a5203eb720e3	110 N 16th St	US	Philadelphia	United States	at Benjamin Franklin Pkwy	324

RESULTS

location.formattedAddress	location.labeledLatLngs	location.lat	location.lng	location.neighborhood	location.postalCode
[1636 Walnut St (at 17th St), Philadelphia, PA...	[{"lng": -75.16899160571018, "label": "display..."}	39.949920	-75.168992	NaN	19103
[264 S 16th St (btwn Locust & Spruce St), Phil...	[{"lng": -75.1680031887503, "label": "display..."}	39.947681	-75.168003	Rittenhouse Square	19102
[1701 Market St, 1st Floor, 6 Penn Ctr (John F...	[{"lng": -75.168467, "label": "display", "lat": ...}	39.953650	-75.168467	NaN	19103
[1113 Market St (at N 12th St), Philadelphia, ...	[{"lng": -75.15962265339033, "label": "display..."}	39.952121	-75.159623	NaN	19107
[110 N 16th St (at Benjamin Franklin Pkwy), Ph...	[{"lng": -75.16668257276343, "label": "display..."}	39.955285	-75.166683	NaN	19102

RESULTS

name	referralId	stats.checkinsCount	stats.tipCount	stats.usersCount	stats.visitsCount	venueChains	venuePage
Capital One 360 Café	v-1555692433	0	0	0	0	[]	NaN
Monk's Cafe	v-1555692433	0	0	0	0	[]	67757749
Corner Bakery Cafe	v-1555692433	0	0	0	0	[]	NaN
Hard Rock Cafe Philadelphia	v-1555692433	0	0	0	0	[]	NaN
Capriccio Cafe	v-1555692433	0	0	0	0	[]	NaN

CONCLUSION

By gathering data with the usage of foursquare analytics dashboard and generated dataframe in results we drew insights about how many check-ins are recorded each day, who the most recent and most frequent visitors are, how visitors who check in break down by gender, and what time of day the most people check in.

The data will be utilized to train my team and adapt to the current taste and needs of customers.

We also drew insights about nearby destinations and what is the frequency of users visiting them. This efficient tracking methodology can provide us a good boost over competitors.



THANK YOU