The data that we will be using for this business case is location data from the Foursquare API. It can be used to accurately group locations together into coherent and similar neighborhoods. In that, we will be able to significantly differentiate one part of town from another. In the case of Boston, we will be able to classify and say that the Cambridge area is different from Back Bay. While South Boston will be different from a western suburb.

This method will be useful to make meaningful distinctions intra-city as well as inter-city. Once we can classify the neighborhoods in Boston, we will then be able to classify the and compare the neighborhoods in other cities. The foursquare data, with its abundance of information about nearby shops, businesses, and attractions, will allow us to complete this analysis and return a meaningful recommendation to our client.