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| Capstone Project – Brooklyn venues  2018 |
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# Introduction

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| For my Capstone Project I wanted to leverage FourSquare to find various venues around Brooklyn, NY neighborhoods. I will be using this information for an upcoming business conference that is going to be conducted near there. This information will help find places to take prospective future business associates as well as create connections across various companies. Data acquisition and cleaning |
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| I attempted to gather data via Wikipedia for Brooklyn, NY neighborhoods, clean it up, and add latitude and longitude data via arcgis maps but the IBM Watson Studio Python notebook did not want to work properly with that. I had to resort to one of the previous ungraded external tools in the course to grab the data. Methodology From there I was able to narrow down to Brooklyn, NY neighborhoods, cleaned up the data, and added venues via FourSquare. I then proceed to organize the data for most common venue found and group them together through K-Means clustering. I first started by doing groups of 3 but that only returned 2 groups total when I explored the data further. I then re-ran the data but instead chose 5 groups for the clustering. I unfortunately only received 3 groups in return. When I further reviewed the data I noticed that there are numerous amounts of venues clustered tightly in the city of Brooklyn, NY Results   Based on the results from this project, you do not have to go far to find any sort of venue, whether it is food, entertainment, social gatherings, etc… DiscussionYou can use this data not just for business purposes but it you are planning a vacation and wanted to see where the hot spots are for local restaurants, explore a new city you have just moved to or discover a new place within your own town. With the help of FourSquare, you can explore areas ahead of time.ConclusionIn Conclusion, this has given me a list of possible places to take business associates, view on my own or even suggest places to others with the help of Foursquare and Python. |
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