**Introduction:**

This document describes the approach to solve the business problem associated with this assignment.

The business problem is predicting the best location and revenue to open a new business, in our example the business case is open new Frozen Yogurt shop.

**Data Collection:**

In order to get the complete picture about our problem is to retrieve all frozen yogurt shops in two or more cities. Moreover, after I reviewed the foursquare capabilities, I found it has shops categories, that was good to understand the frozen yogurt as sub-category of a bigger dessert category. This will show how this business and its other related business are good in these areas.

**Data Attributes:**

The attributes I need to plot the shops into the map should include the shop latitude, longitude, name and category.

It is needed to collect the data for the frozen yogurt and dessert categories for two different cities which include the above parameters.

**Calling Foursquare:**

In order to fetch the data, I created a profile on foursquare and was able to use the keys and secrets to call the foursquare APIs and store the data

The APIs are:

* <https://api.foursquare.com/v2/venues/categories>
* https://api.foursquare.com/v2/venues/search

Using the above APIs I was able to retrieve the data needed and then using folio I can plot the data

**Conclusion:**

It is noted by compare between the Austin and Paris maps, that is clear the frozen yogurt shops are concentrated in the city’s downtown and very little fare away from the city’s downtowns.

Finally, we recommended to the customer that the best area to open a frozen yogurt shop should be around the city’s downtown not far away from that.