

Application of Foursquare Data to an Educational Consultancy Business

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Data Description

The data which we will use to solve this problem will come from two sources:

1. Since the client has expressed an interest in living near tube stations, we will use this information as a starting point for our analysis. Tube station information can be found from many sources, the one which we've chosen is https://www.doogal.co.uk/london_stations.php since it conveniently provides not only longitude and latitude information, but also the zones that each station is in. We will use the zone information to filter for stations which are in zone 2 and longitude and latitude information for identifying venues around the area.

London stations

This is a list of London stations with their Ordnance Survey coordinates, longitude and latitude and which zone they are in. There should be all tube stations and mainline stations. The map and KML download also includes the train line information.

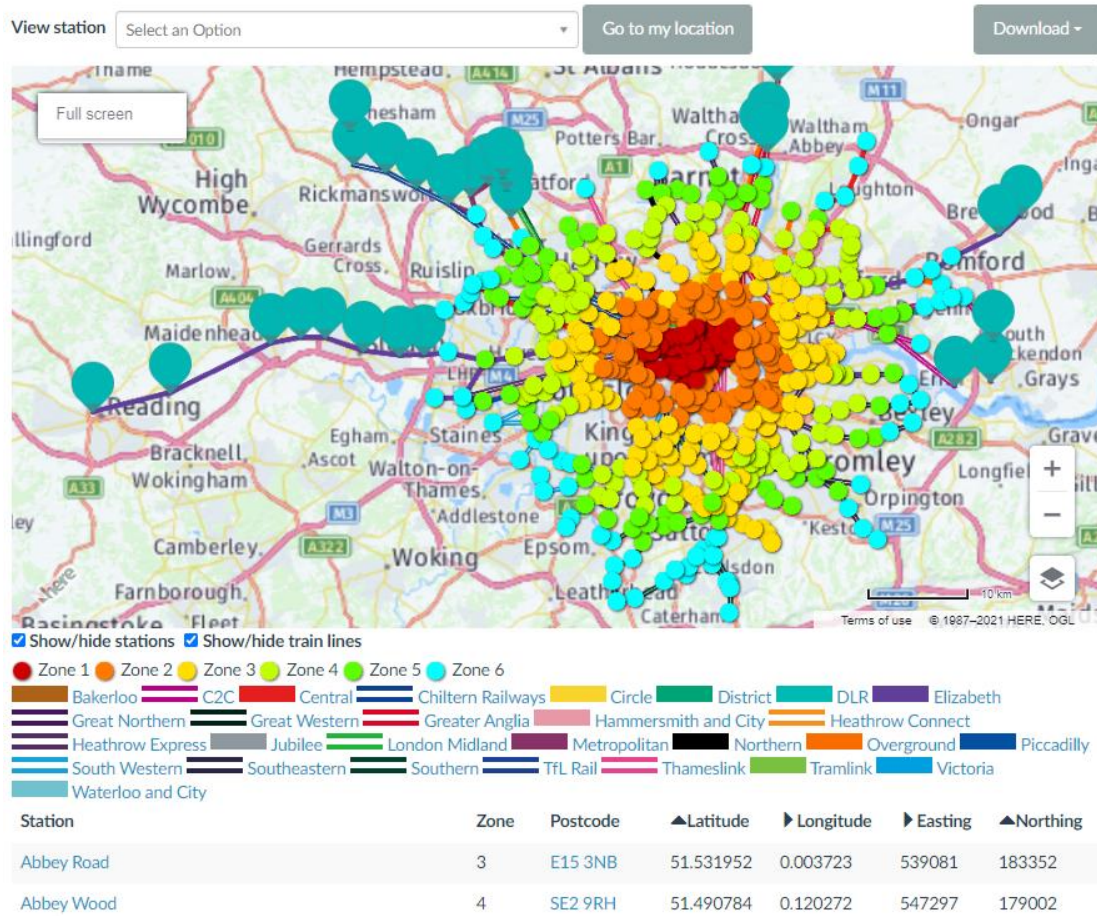


Fig 2: Image Source: [Doogal](#)

2. We will use Foursquare data to get information about the venues in the surrounding areas for each station. The client has expressed an interest of living in the areas close to parks or gyms. Before any analysis South Kensington would be an excellent area to live in as it's near Hyde Park but it's in zone 1 where rent would exceed the client's budget.