# Application of Foursquare Data to an Educational Consultancy Business

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## Introduction

This project demonstrates how Foursquare data combined with machine learning could be used to offer enhanced services for overseas clients in an international education consultancy business.

Large educational consultancies tend to offer additional services to clients besides academic tutoring, for example, admissions interview preparation, institution insights, academic trends etc. Most if not all of these services focus on helping the students navigate through the admissions processes of major universities, however, once an offer is attained, little help is given to help the students adjust to the new environment. This can be an especially daunting experience for students who have never lived abroad before.

In this analysis, we aim to help students ease into their new environment by using Foursquare data to provide a more informed decision on the best area to seek accommodation for the academic year.

## Business Problem

The target audience for this problem is for educational consultancies who wish to see how programmatic access to location data could potentially be used to offer bespoke services to clients in the area of identifying ideal areas for renting. This could also be used for computer savvy students with the same aim of filtering for areas to live.

As a proof of concept, let's assume that a client has attained an unconditional offer to study at Imperial College London, United Kingdom, and has asked us, the educational consultants, to help with identifying the best areas to seek accommodation. The client has also specified that due to moderate budget constraints, they'd like to find accommodation in zone 2 regions and because of the client's athletic nature; they'd like to be within close proximity to parks or gyms. Since the client is new to the area, they would like to live near tube stations.

In summary:

1. Zone 2 area
2. Close to parks or gyms
3. Close to tube stations

London is the capital and largest city of England and the United Kingdom with a population of 8.982 million according to the 2019 census. London is divided into 9 zones but most of it fits into zones 1-6. Central London, which is the most expensive area, is zone 1 and zone 2 is the ring around zone 1. According to geopy's Nominatim, the geographical coordinate of London, United Kingdom are 51.5073219, -0.1276474.
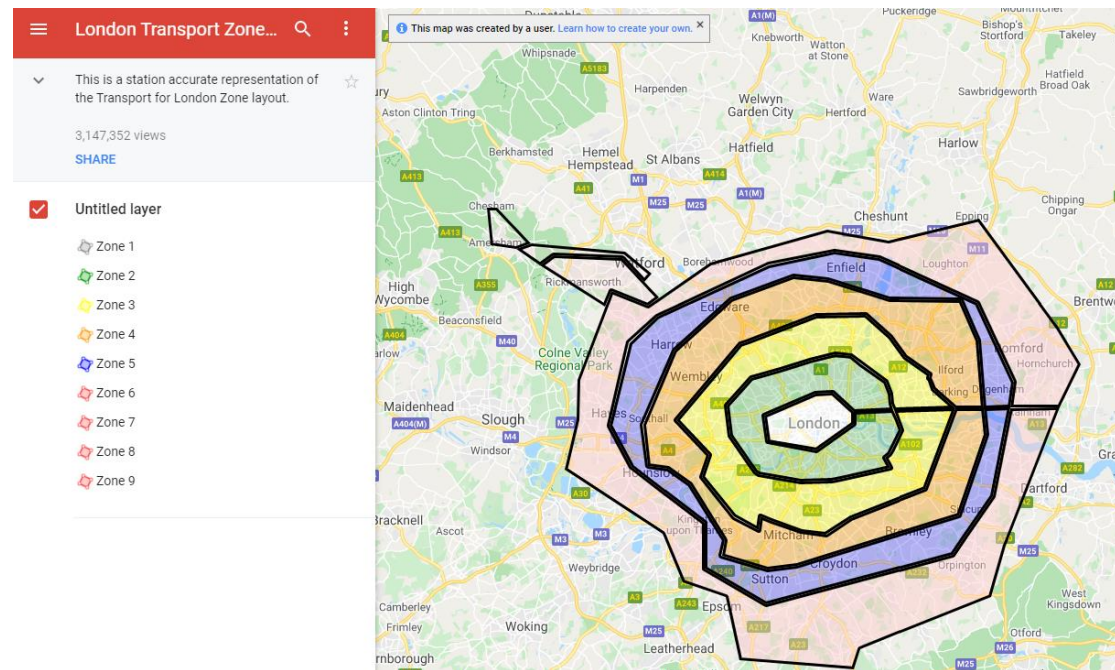


*Fig 1: Image source: [Google Maps](Google Maps)*