**Data**

1. **Requirements**

There are several data entities that is required for this project. First, a list of all the zip codes in Glendale, CA is needed, along with the longitude and latitude values for the city of Glendale and each of these zip codes. This data will be used alongside the Foursquare API to gather data on the venues in the city of Glendale in order to decide which restaurant type should be chosen. After the restaurant type is decided, additional data is required to find the best zip code to open the restaurant in. This data will be included population data to find the number of potential customers. Population data will be combined with additional Foursquare API data on the different venues in each zip code, and the ratings for these venues.

1. **Sources**

United States Zip code data is publicly available in csv format, and can be downloaded by clicking the following link:

<https://simplemaps.com/data/us-zips>.

1. **Cleaning**

Relevant data entities in this file includes Zip Codes, City, Population per zip code, and the longitude and Latitude values for each zip code. These columns will be stripped from the csv file in Python to create the primary database for this project. The Foursquare API will also be cleaned to include only venues that fall under “Thai” and “Italian” and “Mexican” restaurants located inside Glendale. Additionally, these venues will be grouped by zip code for more detailed analysis.

Foursquare venue data was gathered by separately searching the queries Mexican, Italian, and Thai, with the three resulting data frames cleaned and ultimately joined to create the 37 resulting venues. Additionally, the data was cleaned in order to find non-restaurant venues that may have been included in the data.