**Introduction/Business Problem**

**First of all, I want to introduce myself. I am Anna Englert and I am a marketing consultant for 10 years by now. I worked with global FMCG companies to help them find opportunities for growth and understand the threats to defend from.**

**I have a dream as well – to become an entrepreneur.**

**I took this course to develop my Data Science skills that I am sure will help me to become a step further to make my dream come true.**

**Secondly, an introduction to my project. For my project I chosen Dallas city of US. I wanted to choose a city with a dynamic population, and Dallas is the city with the most growing population 2019 vs 2017. A good part of population growth is coming from Russian people and this is good for me… as I am dreaming to open a Russian restaurant there!**

**In the next chapter I will share more about** the data that I will be using to execute my idea.

**Data usage**

1. There is a Wiki page for Dallas postal codes which I will scrape, wrangle the data, clean it, and then read it into a pandas dataframe so that it is in a structured format.
2. I will convert addresses into their equivalent latitude and longitude values.
3. I will use the Foursquare API to explore neighborhoods in Dallas.
4. I will use the **explore** function to get the most common venue categories in each neighborhood, and then use this feature to group the neighborhoods into clusters.
5. I will use the k-means clustering algorithm to complete this task.
6. Finally, I will use the Folium library to visualize the neighborhoods in Dallas and their emerging clusters and to make a choice of the best one to open a Russian restaurant.