**Introduction**

Bronx is a borough in New York- the financial capital of USA. An entrepreneur based out of Bronx, is looking to start a business in the area and wants a neighborhood analysis to setup a new restaurant or entertainment joint.

The project is being created to understand similarities and dissimilarities of neighborhoods in Bronx. Through clustering of similar neighborhoods, the project aims at understanding what kind of venues are popular in similar neighborhoods but are not in the top 5 most visited venues in the neighborhood studied.

Assumptions include clustered neighborhoods have people with similar lifestyles and outlook. A venue not appearing top 5-10 venues for a neighborhood but occurring frequently in top 10 of neighborhoods of same cluster is an indicator of opportunity.

The project analysis relies on accuracy and sample size of foursquare data to reflect the overall behavior of the cities' neighborhoods.