

## 1. Introduction/Business Problem

For this project, a successful restaurant in Berkeley, CA is interested in opening a new restaurant in Chicago, IL. They believe that most of their success in Berkeley is due to the fact that their neighborhood, South Berkeley, is located near a university and contains many different types of venues. They would like to find the neighborhood in Chicago that is most similar to their current location. In order to do so, location data from Foursquare will be pulled and used to compare the neighborhoods according to their most popular venues. The final deliverable of this report will be a list of the top five neighborhoods in Chicago that are most similar to the restaurant's current location in South Berkeley.

## 2. Data

In order to address the business problem above, Foursquare location data will be used to obtain the top 100 venues within 500 meters of each neighborhood in Chicago and of South Berkeley. In order to plot the venues onto maps of each city, coordinate data will also be obtained for each neighborhood. From these lists of venues, a list of the top ten types of venues will be obtained for each neighborhood, using the methodology to be described later in this report.