**Background**

A group of 4 friends have come together and started a small band. They are now looking to setup a small music cafe in a locale where people will be able to come and watch them perform or record music. The music café has to be in a place where people of all ages conglomerate. The genre of music the band plays appeals to both young and old. The band wants their music cafe to be in a locale where people gather for passing their time such as a park, or where people come to simply hangout with their friends such as cafes and coffee shops.

**Problem** : The music band called is not yet profitable as the group of friends are unable to gain the necessary audience. The band has therefore decided to setup set up a music cafe of sorts which they hope will be able to attract crowd. They need to look for a good location, one which is not already overpopulated with cafes. They are looking for the perfect location in the city of Toronto in a borough in Canada by the name of ‘Etobicoke’

**Data Description:**

The neighborhoods data has been pulled from the Wikipedia page provided. All the data including the latitude and longitude was made available with the course material itself. The neighborhood data enabled in superimposing all the neighborhoods available in the borough of ‘Etobicoke’ in the city of Toronto. The foursquare API data helped in locating the venues and isolating the best target.

**How it solves the problem**

The foursquare data gives a neighborhood wise location of key areas of interest in a city such as a park, hotel, airport, café, coffee shops, restaurants etc. As mentioned in the background section, the music band would like their cafe to be in an area where people hang out often and pass their time. The are cannot be already overfull with cafes. The foursquare data will provide a list of venues neighborhood wise, which will help in isolating the spot.