Introduction/Business Problem Section

**Problem/Idea:** Say someone wants to go on a vacation to a city, but finds out they cannot go (e.g. too expensive). My program will suggest an alternative destination based on similarities between cities.

**Audience:** Global Travel Technology Company

**Reason that audience would care:** May increase sales if people like the result

Data Section

**Data:** Foursquare, and possibly some other online data bases (e.g. salary data)

**How it will be used:** I will use ‘Foursquare’ to characterize each place. For example, I may make a column to describe how many hospitals are within a X-mile radius of the airport and another column to describe how many times the word H appears in the reviews of venues located within a X-mile radius of the airport and between the dates Q to R.