**Common Factors of Success of Restaurants in Downtown Atlanta**

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1. **Business Problem**

Downtown Atlanta is home to a wide range of restaurants and bars, from Southern Soul to Latin American. Geographically, the restaurants share similar business problems, and serve the same customers. By understanding the commonalities between the restaurants in the Downtown Atlanta area, through data provided by FourSquare, restaurants can better understand their customers and improve business metrics. A deeper understanding of the key metrics of success, described in this paper, enables restaurants to target weak areas in their business and adjust accordingly.

1. **Data**

The data used in this report was provided by the Places API provided by Foursquare. This API is well regarded as accurate and up to date, containing crowd-sourced information of many locations across the world. Out of the top 100 closest venues to the center of Downtown Atlanta, 53 are restaurants or bars. I found the top 25 percent of those restaurants with the highest ratings, and used two features to use for k-Means clustering, whether it has a menu or not (binary 1 or 0) and the number of likes.