CAPSTONE PROJECT - THE BATTLE OF NEIGHBORHOODS

1. INTRODUCTION

1.1 Problem

In this project, I am interested in New York City data. First, we will find the most visited commercial shop according to the number of check-ins, then we will try to find the neighborhoods that are lacking the selected type of shop which could be potential business opportunity. So, the aim is to explore the two cities for tourist who wants to visit in them keeping in mindthe areas of food, hotels, museums and much more.

1.2 Target Audience

The target audience of this report is any one that is interested in opening a shop but have no idea what kind of and in which neighborhood After selecting the place they want to visit, people can analyse what all places can be visited and activities that can be done in the same city