

# Data

- **Target Cities List** : Narrow the list of target cities by using the 2018 U.S. News & World Report Best Places Rankings, filtered as follows:
  - Population size < 1,000,000
  - Average Rent < \$1000.00
  - Median Home Price < \$390,000
  - Commute Time < 20 minutes

[https://realestate.usnews.com/places/rankings/best-places-to-live?sort=match&high to low=true&population=medium&population=small&rent=\[500,1000\]&home\\_price=\[20000,390000\]&commute=\[0,19\]](https://realestate.usnews.com/places/rankings/best-places-to-live?sort=match&high%20to%20low=true&population=medium&population=small&rent=[500,1000]&home_price=[20000,390000]&commute=[0,19])

# Data

- **Target city Foursquare Data:** Full city records of Foursquare data from the top 10 in the U.S. News & World Report Best Places Rankings, filtered as above.
- **Competitors:** 100 competitors will be selected using the “EContent 100” for 2018.

<http://www.econtentmag.com/Articles/Editorial/Feature/The-2017-2018-EContent-100-Companies-that-Matter-Most-in-the-Digital-Content-Industry-121228.htm>

These will be the positive examples in the methodology.

# Data

- **Training / Validation / Test Data – Positive**  
**Examples:** For the neighborhoods (addresses) of the top 100 companies in the field, gather venue data from Foursquare, using the address of each corporate headquarters.
- **Training / Validation / Test Data – Negative**  
**Examples:** 200 examples of data from Foursquare, but from neighborhoods where there are no top-100 competitors.