IBM DATA SCIENCE PROFESSIONAL CERTIFICATE

CAPSTONE PROJECT

COURSERA

Determining the best location for a new business in
Salt Lake City, Utah, USA

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BUSINESS PROBLEM

- Salt Lake City, Utah is experiencing a rapid growth of new businesses
- Competition for professional level employees (i.e. Programmers, Data Engineers, etc.) is high
- The convenient location of restaurants, coffee shops, and other food/drink establishments is a factor used by potential employees when make their decision

Question for the proposed research

In Salt Lake City, Utah, what is the recommended neighborhood to locate a new business or expand an existing business, based on nearby amenities?