Location Selection for Coffeehouse

# Problem Description and Audience:

Two women are interested in opening a coffeehouse in the Washington, D.C. area. They want to know which location(s) would be the best options for where to lease a storefront. This report will be formatted as a presentation to them about potential storefront locations.

# Data Sets and Analysis Plan

I plan to access Washington D.C. venue data for coffeehouses via the Foursquare API. Specifically, I will create a data set that includes neighborhoods in the DC area which I will retrieve from DC’s [open data repository](https://dc.gov/page/open-data). I will then call the Foursquare API to retrieve the locations of venues similar to the ones the clients want to build in the neighborhoods the clients are interested in. Next, I will append the details of those venues to the data set.

Once the dataset is complete, I will then use kmeans clustering to look at the venues in each neighborhood by the amount of users checking in at those areas.

This will result in being able to make a recommendation for which location the clients should choose for their new coffeehouse.