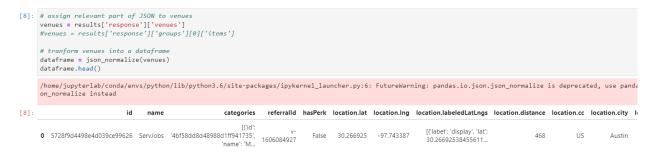
#### INTRODUCTION

Thinking of starting a headhunter business in Austin, TX

- 1. Look for jobs available in the neighborhoods
- 2. Delve into each neighborhood
- 3. Compare similarity and dissimilarity among specific neighborhoods

### **DATASET**

1. Search for jobs in Austin:



### 2. Explore jobs in Austin:



3. Look into the neighborhood of Texas State Capitol

```
[27]: lat = items[0]['venue']['location']['lat']
lng = items[0]['venue']['location']['lng']
lat, lng
```

[27]: (30.27365925589791, -97.7408135475542)

# There are 3 businesses around this neighborhood

```
[29]: search_query = 'Jobs'
                   reduis = 500 reduis = 500 reduis = 600 redui
                   items = results['response']['groups'][0]['items']
                  dataframe = json_normalize(items)
#dataframe = json_normalize(groups)
dataframe.head()
                   /home/jupyterlab/conda/envs/python/lib/python3.6/site-packages/ipykernel_launcher.py:9: FutureWarning: pandas.io.json_normalize is deprecated, use pandas.js
                   on_normalize instead
if __name__ == '__main__':
                                                                        referralld reasons.count reasons.items
                                                                                                                                                                                                                                    venue.id venue.name venue.location.address venue.location.crossStreet venue.location.lat venue.location.lng v
                                                                                                                                                   Texas State
                   49bd2c3af964a52052541fe3-
                                                                                                                                                                                                                                                                                                                           112 E 11th St
                                                                                                                                                                                                                                                                                                                                                                                          at Congress Ave
                                                                                                                                                                                                                                                                                                                                                                                                                                                          30.273659
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            -97.740814
                                                                                                                                                           popular',
'type': '...
                                                                                                                                                  1 51ad59b3454af716216ea267-
                                                                                                                                                                                                                                                                                                            815 Brazos St Ste A
                                                                                                                                                                                                                                                                                                                                                                                                                                                           30.269835
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             -97.738173
                                                                                                                                                                                                                                                                Shop Austin
                                                                                                                                                            type': '..
                                                                                                                                                    [{'summary':
                                                                                                                                                      'This spot is
popular',
                                                                                                                                                                                       51fc4dbd498efbf24fb82575
                                                                                                                                                                                                                                                                                                                                                                                    btwn 9th & 10th St
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            -97.737595
                                                                                                                                                                                                                                                                           Theatre
                                                                                                                                                             'tvpe': '...
                 3 rows × 21 columns
```

# 4. Look into the neighborhood of Relief Enterprise Inc

```
[30]: lat = items[1]['venue']['location']['lat']
lng = items[1]['venue']['location']['lng']
lat, lng
```

[30]: (30.26983497612058, -97.73817300796507)

# There are 5 businesses around this neighborhood

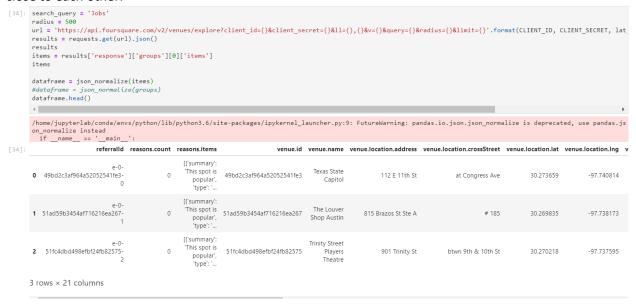
	referralld	reasons.count	reasons.items	venue.id	venue.name	venue.location.address	$venue. location. cross {\tt Street}$	venue.location.lat	venue.location.lng
0	e-0- 422f8e00f964a520fc1f1fe3-0	0	[{'summary': 'This spot is popular', 'type': '	422f8e00f964a520fc1f1fe3	Elysium	705 Red River St	at 7th Street	30.267676	-97.736655
1	e-0- 414f6f00f964a520fc1c1fe3-1	0	[{'summary': 'This spot is popular', 'type': '	414f6f00f964a520fc1c1fe3	The Jackalope	404 E 6th St	btwn Trinity St. & Neches St.	30.267131	-97.739052
2	e-0- 49bd2c3af964a52052541fe3- 2	0	[{'summary': 'This spot is popular', 'type': '	49bd2c3af964a52052541fe3	Texas State Capitol	112 E 11th St	at Congress Ave	30.273659	-97.740814
3	e-0- 51ad59b3454af716216ea267- 3	0	[{'summary': 'This spot is popular', 'type': '	51ad59b3454af716216ea267	The Louver Shop Austin	815 Brazos St Ste A	# 185	30.269835	-97.738173
4	e-0- 51fc4dbd498efbf24fb82575- 4	0	[{'summary': 'This spot is popular', 'type': '	51fc4dbd498efbf24fb82575	Trinity Street Players Theatre	901 Trinity St	btwn 9th & 10th St	30.270218	-97.737595

## 5. Look into

```
[33]: lat = items[2]['venue']['location']['lat']
lng = items[2]['venue']['location']['lng']
lat, lng
```

[33]: (30.27365925589791, -97.7408135475542)

There are the same businesses as of the first coordinate because their coordinates are very close to each other.



6.

### **METHODOLOGY**

**RESULTS** 

**DISCUSSION** 

CONCLUSION