**1. A description of the problem and a discussion of the background.**

The problem that I am trying to solve involves tattoo artists who became very close during their tenure at school and have come together close to graduation to decide where they should open a Tattoo Parlor of their own in either San Francisco, NYC or Toronto. They chose these main cities because all of them hail from one of these cities and so moving there would not be too much of a compromise since they would be in the home city of one of them. However, these individuals need help in identifying where they should move. The main predictor for their moving is potential for a new market. As a result, they hope to see if there are potential neighborhoods in each city where they could set up shop.

**2. A description of the data and how it will be used to solve the problem.**

I’ll be using three datasets. The first one is the list of postal codes of Toronto from Wikipedia: <https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M>. I will use this data to source the latitudes and longitudes of different neighborhoods in Toronto. The second dataset is New York data from: <https://cocl.us/new_york_dataset>. I will be using this dataset to get neighborhood data for New York City. The last dataset I’ll be using is the Foursquare API locations. The API will be accessed using my client id & client secret. The API is instrumental in getting location data for the tattoo parlors. Due to computational capabilities, each search query will have a limit of 1000. The impression is that there won’t be more than 1000 tattoo parlors in a city, although that could be wrong but that’s the key assumption in this project. The data will be used to generate location maps to show the distribution of tattoo parlors in different neighborhoods in the three cities