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INTRODUCTION

WWFY, LLC is a Technology firm launched in November 2018. We are dedicated to helping companies increase equity through increased operational performance. We do this by providing business insights through data analytics.

However, there are hair solons in my city who rely on location and targeted advertising to attract new clientele. I will utilize location data from Foursquare in combination with other data to target specific demographics of potential customers.

PROBLEM

There are hair solons in my city who have historically relied on location to attract new walk-in customers in order to build their clientele.

However, the problem with this approach is since most salons in this city cater to specific demographics, simply having a salon in a high footfall area may not necessarily generate a high number of walk-in clients, thus causing the owner to have money-losing operation.

I will utilize location data from Foursquare in combination with other demographic data to help the salon owner make a more informed decision on where to locate her shop.

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THE DATA

The data that will be used in this effort is a combination of zip codes from the city of reference and Foursquare venue data.

Venues located in a specific zip code are an indication of the cultural demographics in that zip code. In this particular southern-state city, people of similar demographics generally hang out in the same venues together.

As such, I shall utilize a K-means algorithm to segment / cluster those venues as they will be highly correlated to the demographics of the people living in that specific zip code.

This segmentation will help salon owners choose the ideal location of their salons in order to attract specific walk-in customers who fit their demographic – increasing clientele.

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THE DATA

Examples of data that will be included in the final dataset:

❖ Zip codes in the city

❖ Foursquare Venue data with a search query against certain types of cuisines

❖ Latitude / Longitude values in order to generate maps

❖ Segment the data based on certain cuisines

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