Predicting Optimum Locations

An optimum location is

- A location can be considered optimum for a business if its visited quite often by public.

- An easily accessible location and its popular surrounding amenities' gives more reason to visit.

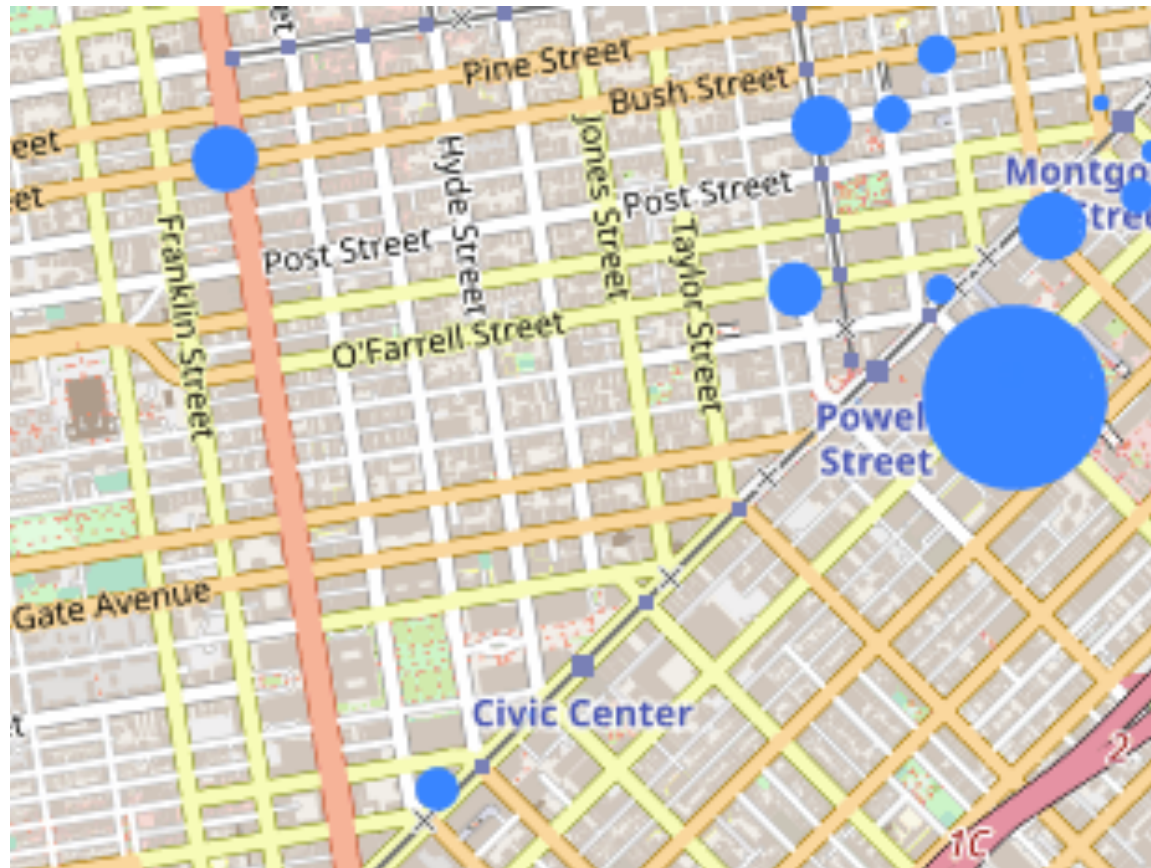- People tend to provide tips about their experience at the venue making it easy for other to find it.

Data Collection

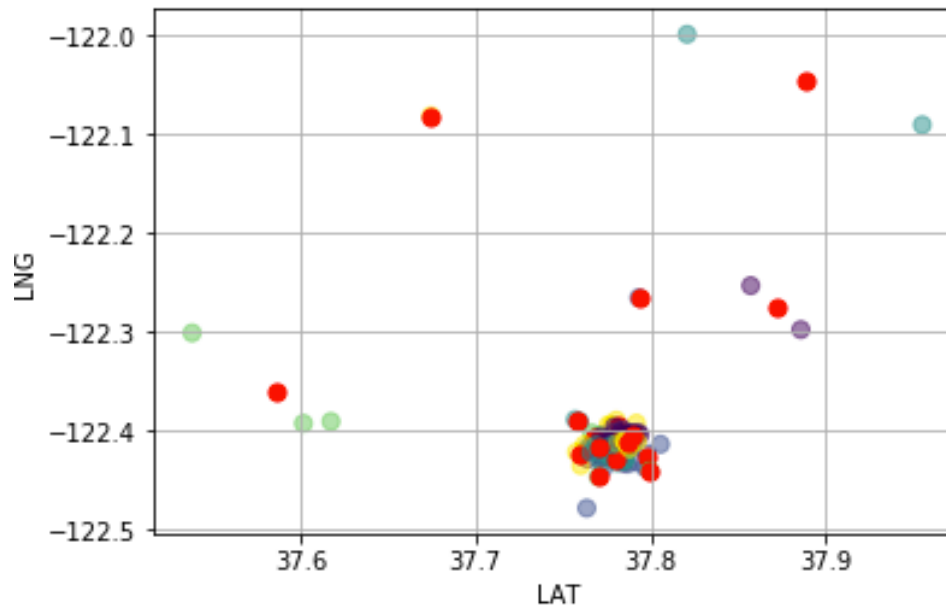- Foursquare.com data is for:
  - Marketers
  - Developers
  - Explorer

API Points:

- https://api.foursquare.com/v2/venues/VENUE_ID
- https://api.foursquare.com/v2/venues/VENUE_ID/tips
- https://api.foursquare.com/v2/checkins/CHECKIN_ID
- https://api.foursquare.com/v2/tips/TIP_ID

Popular Starbucks Outlet

Bigger the circle, popular the outlet.

Popular Venue Cluster

Cluster shows best location could be within a range of 37.7 to 37.8 and -122.4 to -122.5, latitude and longitude respectively.