**Background and Introduction to the Business Problem**

Brooklyn has a highest population of all the New York boroughs, it was estimated to be 2,648,771 in 2017. It is also the second by land area, which was estimated as 70.82 sq. miles in 2017 and second in population density, which was estimated as 37,137 persons per sq. mi. in 2017 [Wikipedia]. Overall Brooklyn is mostly residential, which could be a great place to open up a business that would cater to local people, such as convenience store. Brooklyn has 80 neighborhoods. In this project, we will analyze all the neighborhoods in Brooklyn and try to find best locations where one can start a business by opening a convenience store that’ll be in demand. At the same time, we will try to analyze the prices of commercial real estate, to get the most for the buck and see if it’s going to be easier to lease or to purchase premises.

Having a high population density, Brooklyn can be a great place to open up a convenience store. Few things to note though is that because of location and extreme competition real estate prices, be it for rent or for purchase, can get very high. Brooklyn is a very diverse borough, many Brooklyn neighborhoods are ethnic enclaves, based on which, one can adjust to specific needs and interests of surrounding area as well as their own preferences. Therefore, a potential business owner should pick a right niche, either to cater to taste preferences of a specific nationality or to be more general and sell products that are more common to everyone.

To consider all of the aforementioned issues, we will generate a map of Brooklyn, which we will populate with different venues from Foursquare, then cluster it into different districts to look at the interests, prices, competition and other factors of different districts to determine best places to open a convenience store.

**Data Description**

* The data that was used came from the New York .json Dataset, which was downloaded from Coursera website.
* The \*.json file contains all of the coordinates for boroughs and districts of New York, from which we remove all the unnecessary coordinates except the ones for Brooklyn that further was used for choropleth map creation.
* The venues were taken from Foursquare API. The data represents coordinates and descriptions of most common venues that belong to all the neighborhoods in Brooklyn.
* We will look at residential and commercial property prices pulling data from Zillow and other retail web pages. Then that data will be clustered into each separate district, and the mean with the median prices for each district will be calculated.

Further, the data will be used to find out which districts have the most potential for opening convenience store, or what kind of convenience stores can be opened there.