

Data

For the Capstone Project, Foursquare API data will be primarily used in identifying the businesses in the different neighbourhoods and the categories in which they belong. The prevalence of certain types of businesses, as well as the popularity of the businesses, will be the basis on which we decide whether a new business of similar type should be set up there.

To observe the prevalence of businesses in a neighbourhood, the top 100 businesses in each neighbourhood will be considered. Each business will be categorized, and a tally will be kept to survey the prevalence of the businesses in each category.

A special highlight will be placed on the ethnocentric businesses (namely, ethnic restaurants). Census information may be used in conjunction to determine the demographics of the neighbourhoods, and whether there is further demand for the type of ethnocentric business in question. To determine if there is sufficient demand for more businesses, I will compare the ratio of the ethnocentric business to the population of the corresponding ethnic group in the neighbourhood. Those with a lower ratio will be deemed to have potential for new businesses to grow.