

## **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.

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.