IBM Capstone Project
The Battle of Neighborhoods

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1 Introduction

This report details the specifications of my final capstone project for IBM Applied Data Science Capstone course in Coursera.

For this project, I'm going to use the Foursquare location data and machine learning tools in order to segment and cluster neighborhoods in Athens, Greece.

Being a fan of both Italian food and the grandiose Greek capital, I chose to setup a tool that helps an Italian restaurateur to open an Italian restaurant in Athens. Since Italian food is very spread worldwide, it is quite common to come across a Neapolitan or Sicilian restaurant in any neighborhood or city. Therefore finding the most suitable location to open such a restaurant is one of the most important decisions for this entrepreneur as a good location is one of the pillars of a profitable business.

2 Business Problem

The objective of this capstone project is to help an Italian entrepreneur to look for the most fitting location to open a new Italian restaurant in Athens, Greece. By using machine learning methods such as clustering and a location data platform like Foursquare, we will extract features and characteristics of neighborhoods in Greece, cluster them and finally determine the ideal place for opening the restaurant.