

Coursera Capstone

“The Battle Of The Neighborhoods”

Which is the best venue for opening a new mall/casino in USA?

INTRODUCTION

Shopping malls and casinos are the trademarks of American culture. In daily basis we all take a trip to malls for fulfill particular needs or entertain ourselves. Also casino's are the one of the biggest part of US's entertaintmet sector.

My client ownes mall/casiono chains in Greece and he wants to open a new mall/casino in US. Fort he succes of his new venture, location is the key concept. My client has no prior information about mall / casiono sector or demographics in USA.

PROBLEM BROUGHT UP BY CLIENT

Which City and Locality is best to open a Casino/Shopping mall in USA?

ANALYTICAL APPROACH

According to the need of client first we have to find the City and then the Locality in that city for Business. To solve this particular problem and to gather data we will set few Benchmarks for the City and the locality in which opening a Casino/Shopping Mall would be Successful.

For discovering the City following benchmarks must meet

- Nightlife
- Services
- Transport
- Residence
- Universities
- Food
- Entertainment
- Travel
- Outdoor Activities

Benchmarks for the Locality in City

- Per Capita Income

- Population
- Population Density
- Venues

DATA REQUIREMENTS AND DESCRIPTION

- List of all the cities in United States with population density and coordinates
- List of all the cities in United States with Per Capita Income
- List of all venues in each city
- List of all venues in each locality in the selected city

SOURCE OF DATA

https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population

https://en.wikipedia.org/wiki/List_of_United_States_counties_by_per_capita_income

Foursquare API

DATA DESCRIPTION

By Using the Wikipedia data we will first analyse the data and then focus on certain benchmarks to discover the best City in USA to open a Casino/Shopping mall. Then by leveraging the Foursquare data we will compare and try to find the best locality. Based on Scores we will try to determine the Locality in similar way