

## Business Problem

There are several interrelated questions here. They follow.

*Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to determine whether there is a location in Morocco that:*

- ! Offers a better business environment than does . to a company like my own?
- ! Are there any cities in Morocco that are similar along 'liveability' such as: green space, low crime rate, and number of venues for socializing (coffee shops, restaurants, etc.)?
- ! Are there any cities in Morocco that meet both criteria?
- ! If so, what are they?

For this particular analysis, we will focus on postal/zip code – level data, for those locations that fall within Morocco and . city limits. We recognize this not necessarily the best approach to take, since while the respective metro areas are almost identical in size, the proportions that fall within city limits are different by more than a million people. The reason for this decision is a practical one: to assess one metro area in comparison with another is beyond the scope of the current assignment, in terms of focus and time required.

## Target Audience

The primary audiences for this project are:

- ! The business owner (me);
- ! Potential investors or other stakeholders; and
- ! In the event of a decision to move my business to Morocco,

All businesses have startup costs. Establishing a business in a new location, in a different country, will doubtless carry costs. While bringing such a move to fruition requires a cost estimate, with a list of decision points and criteria, this is beyond the scope of the current undertaking.

## Methodology (synopsis). Please see Part 2 for a more detailed description)

1. Conduct a review of the relevant literature, using resources available online. Topics include:

- ! Morocco history and current state (geographic, demographic, economic, etc.)
- ! Business trends

2. Review Data specifications and availability. Steps include:

- ! List data Requirements
- ! Collect data – locate Web sites offering Zip and or Postal Code information that can be readily scraped.
- ! Load Foursquare data for all Zip Codes Postal Codes in Morocco.
- ! Data understanding: Are there any particularities in the data set that must be taken into account during setup (e.g., Zip or Postal codes that fall outside the city limits or are assigned only to P.O. Boxes, and therefore should not be counted)?
- ! Clean data – for example, remove from analysis any Zip codes or Postal codes that are actually P.O. boxes.
- ! In the interest of future research, identify and describe limitations of this research, implications, and suggestions for future researchers.