MGMT 635851
Group Project 2 Proposal

Group 8

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There exists many applications and web browsers for traveling and exploring different venues at different places, such as Expedia, Trip Advisor, and Google. Each site is unique on its own. They filter their results based on keywords (or queries), trending venues, hotspots, reviews, etc. One of the distinguished applications include Foursquare, which was founded in 2009 and currently has two companion apps, is a social – traveling application. It currently has features such as location sharing, check – ins, local search and recommendations, tips and expertise, tastes, ratings, lists, users, and brands.

In this current project, Foursquare API will be used to convert addresses into their equivalent longitudes and latitudes, and to explore venues around chosen addresses. Neighborhoods in New York will be analyzed using Foursquare API, and then use its endpoints to group venues into clusters. The data for New York is found in a JSON format in https://geo.nyu.edu/catalog/nyu_2451_34572, which consists of 5 boroughs and 306 neighborhoods.

Since theses clusters are grouped based on their similar characteristics and categories, KMeans clustering algorithm is implemented for the business problem. It is a quite significant strategy to utilize as it allows the business to target specific groups of customers that use Foursquare. Since Foursquare can detect a customer's location and check – ins, analyzing the customer's behavior can enable them to further produce recommendations bases on user interests and location interests, in future.