**Battle of the Neighborhoods in Saint Louis**

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1. Introduction
   1. Background
   2. Problem
   3. Interested Parties
2. Data Acquisition
   1. Data Sources
   2. Data Transformation
3. **Introduction**

**1.a Background**

Saint Louis is a quiet city in Missouri, right in the heart of the United States of America. Its widely known for its very popular baseball team, the Cardinals, which attracts a lot of tourists during the game season. The city has several natural places to visit during summer time like lakes, adventure trails and parks. There are many facilities provided to the public free of cost like the Saint Louis Zoo, Art Museum, History Museum and the Science Centre. Along with these free avenues there are several malls, restaurants, eateries which provide the residents a plethora of activities to keep themselves busy during weekends or holidays. In this project we will be exploring the various Neighborhoods in the city of Saint Louis and the popular venues in each of these.

**1.b Problem**

The project aims to explore the venues in the different parts of Saint Louis and determine the most popular ones in a certain area. This analysis is aimed at finding out the best suited locations to start up a new business like a restaurant or a clothing store.

**1.c Interested Parties**

The result of this project will benefit many of the entrepreneurs in Saint Louis to determine the location that is best for them to set up shop. Since we will be assessing the popular venues in various locations, we will get an idea of the kind of customers and their purpose while visiting these locations. This will increase the chances of them visiting the stores of these entrepreneurs if they set up their business accordingly.