

Data

The API provider FourSquare was used to located market niches. FourSquare offers data based on location, keyword, user, among others. In this project the location one was used, this way more data could be collected for each area, then it was compared to find trends or gaps available in the market.

The API request made to FourSquare returns a json file with all the information about each venue; such as id, name, categories, latitude, longitude, address, crossing street, post code, etc. For this project id, categories and coordinates were used. Areas equally distributed around the city were created, then each venue retrieved was allocated the closest area.

With the data collected in a single data frame Pandas library was used manipulate the data to pinpoint where the restaurants and the vegetarian restaurants were located. Then further exploration of the data was carried out to draw more information from the dataset, such as market share and market niches.