**IBM Capstone Project**

**Introduction**

Most of us in the business world have heard the phrase at some point ‘location, location, location’. Considering the potential location of a business is one of the more important parts of starting one. After all, almost any firm based in Times Square is going to do better overall than if that same firm were to be placed in a corn field in South Dakota. Although no one questions the importance of location, there are other factors that go into whether a business succeeds or fails. If a firm were to neglect say, customer service in the name of a high value location, then cultivating a core clientele would be a challenge regardless of how many people pass by your front door. Would it not be handy if there was a way to quantify exactly how important location is? That’s what this capstone aims to find out.

**The Data**

Since it is not possible for an individual such as myself to know the intimate financial details of various businesses in order to deem said business a success or failure, a creative way to determine success of a business must be found. It just so happens that Foursquare’s API has a attribute in their json returns that summarizes the tips a venue receives in a phrase or two. Using this field, it is possible to determine whether or not a business has a strong core clientele or not, so this is the metric I will use for the success of a business. The first thing to do is to grab a mass of venues from various locations (and their tip summaries) and plot them on a map (color coded by degree of ‘success’) to visually see how strong the location/success correlation is.