Peer-graded Assignment: Capstone Project - The Battle of Neighborhoods (Week 1)

Report

1. Data Section

In this section, the analytic approach is to gather data, prepare data and do data analysis, based on descriptive statistics and exploratory data visualization to understand the present neighbourhoods in the Ontario province and the current market traffic and amenities.

Clustering and analysing neighbourhood data gathered with Foursquare endpoints and query for neighbourhoods in Ontario province and not just metro Toronto will provide a larger geographical picture of opportunity.

Demographics data such as the ethnic make-up of the neighbourhoods/communities in Ontario will be examined side by side the trending traffic of amenities and venues.

Gather and analyse crime data and statistics to determine the neighbourhood crime patterns will satisfy safety concerns of business operating there and the safety of customers.

Further analysis as to whether the neighbourhood is vibrant and growing or decaying and in abandonment associated with the prospective location will also reinforce recommendation.

Data sources are [www.Foursquare.com](http://www.Foursquare.com), Canadian Government published statistics and Chamber of Commerce information.

Modelling will be based on unsupervised learning (i.e. clustering and segmentation.)