**Standards using customer age**  
  
**Definition of problem**  
Currently we see the inversion of the age pyramid bringing business opportunity to clients of different ages. In this way we can classify and create clusters within localities and types of services that suit the target audience.  
  
This is a major problem for a company if it wants to decide the target audience they want to specialize, establish and expand. If pharmacies, ambulance locations, delivery services, nursing homes are located in places with low average age is not interesting for buyers, thus leading to potential losses. In the same way the reverse.  
  
**Target Audience**  
Companies and Organizations that wish to define their business in further filtering the interested public and located where there will be demand.

**Data Description**

Forsquare : I used Forsquare API to get the most common venues for given Locality of Brazil.

Realestate sites : There are many public demographic data in Brazil related to census and regions. The Unique Health System is another rich source of information from which we can extract information. From there I created a compilation with information that I thought were important for the creation of regional clusters..

Google Map : I used Google Map, ‘Search Nearby’ option to get the center coordinates (latitude and longitude) of each locality.