* Introduction where you discuss the business problem and who would be interested in this project.
* Data where you describe the data that will be used to solve the problem and the source of the data.
* Methodology section which represents the main component of the report where you discuss and describe any exploratory data analysis that you did, any inferential statistical testing that you performed, if any, and what machine learnings were used and why.
* Results section where you discuss the results.
* Discussion section where you discuss any observations you noted and any recommendations you can make based on the results.
* Conclusion section where you conclude the report.

**Introduction**

The problem that we plan to solve in this analysis is finding the best location for one or two coffee shops for an entrepreneur who is new to the Milwaukee Wisconsin area. She already has several coffee shops in New Orleans and Philadelphia. She has learned from the years of experience in her other coffee shops that her shops are most successful when a new location:

* Is not more than two miles from the center of town;
* Is within walking distance of at least two museums;
* Has no more than two coffee shops in a two block radius;
* Has one or more bars on the same block.

**Data**

This analysis combines three different FourSquare data sets:

1. Venues search for museums in the Milwaukee area
2. Venues search for coffee shops in the Milwaukee area
3. Venues search for bars in the Milwaukee area

Each data set is pulled from ForSquares’ venue data and has a similar structure, with the key fields being the venue category, name, and location.

**Methodology**

At our client’s request, initially the data locations for museums was pulled so we could see the breadth of this type of venue in Milkwaukee.

**Analysis**

The analysis uses a plot that contains several features:

1. Plotted circle at the center of Milwaukee
2. Plotted circles for museums
3. Plotted circles for coffee shops

Because the plot can be zoomed in, my client can find the exact street and building of suitable locations that meet her business parameters.