

Using Four Square Data to Supplement Property Searches

Problem:

The typical property search does not include information as to the types of venues available in the search results. I believe many clients looking for property would love to have this information available. In the Toronto and Manhattan exercises we developed a great resource that provides this information. My project will allow the client to select their top three desired venues and will score the search results for their desired venues based on the Foursquare data. The results can then be sorted based on that score. I will prototype this idea for Manhattan property searches.

Data:

I will use the Foursquare data we developed in the Manhattan exercise in addition to property data. I found a data source on Datafiniti.com for the Manhattan property data. It is quite limited for a free account, so I may look for other sources. I found that some of the properties included the neighborhood, but it was sparse. Due to this and the neighborhood names not necessarily matching between the property and Foursquare data, I will use latitude and longitude of the property to identify what neighborhood the property is in. I will assign the neighborhood that is closest to the property based on the distance between their latitudes and longitudes. Now that property search result has an associated neighborhood and the associated Foursquare data, it can be scored based on the client's desired venues.