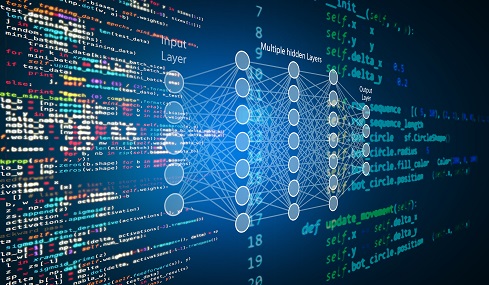
IBM Data Science Professional Certificate

Capstone Project

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# Introduction/Business Problem

The idea for the capstone project is to create a business advisory App that will recommend options for new businesses in specific areas based on the following criteria:

* Number and type of existing business in the area
* Mean income and population age

The proposed solution can be used by entrepreneurs to define the type of business that will have a higher probability of success based on the current competition and the specific demographics of an area. Private investors with limited amount of capital are always looking for the optimal business opportunities, and they usually do not have the time or financial resources to conduct traditional market research. Therefore, an tool that can help them understand what business are operating in that area would help them to make an informed investing decision.

## Data

Foursquare API will be used to determine the existing type and quantity of business for a particular area.

Census API will provide the demographic data: Median income, age and average family size,

A combination of both data sets will be used to cluster the different areas and identify investment opportunities.