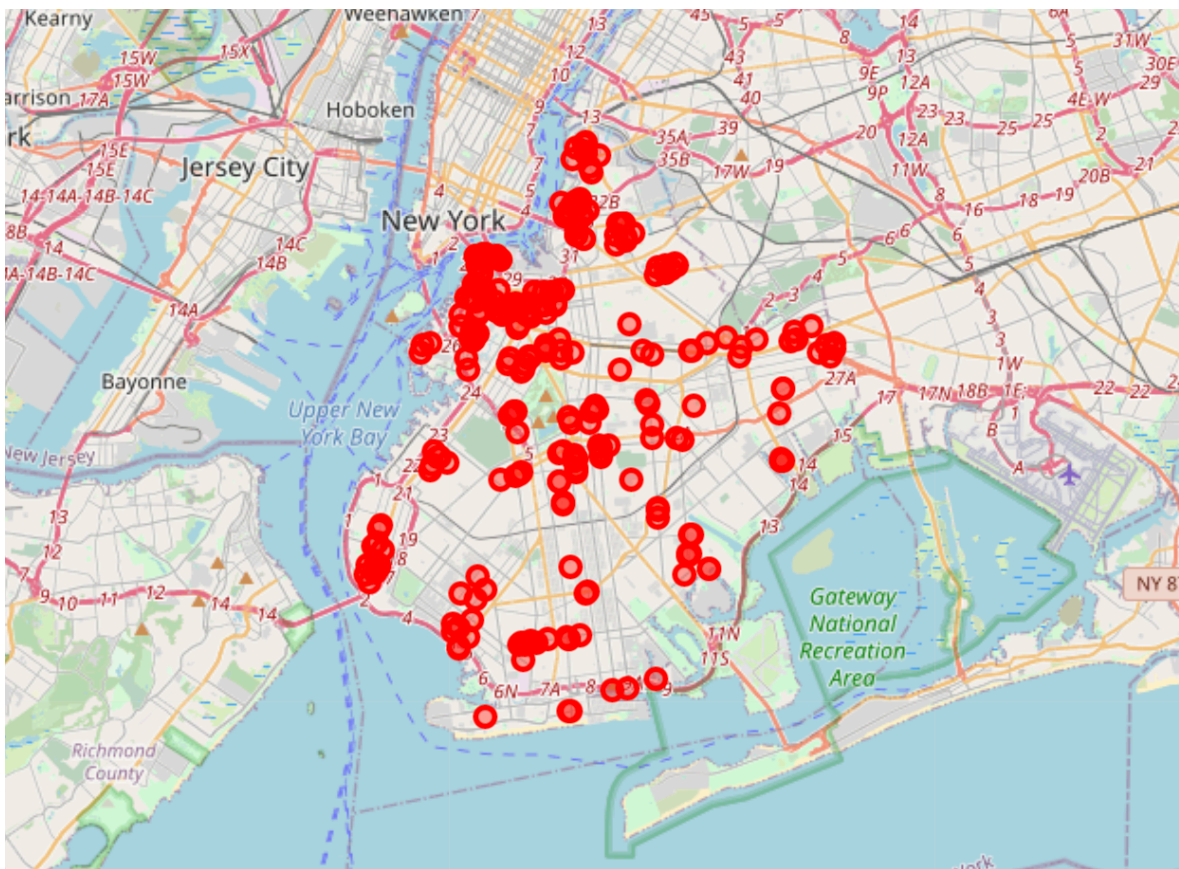


Predicting a Venue's Price Range in Brooklyn Using Foursquare Location Data

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Introduction

- The business problem

The goal of the project is to predict the price range of a food venue. This can be potentially helpful to a new food business trying to set a competitive price compared to similar venues.

- Background

The price range for a restaurant can depend a range of factors like the cost of rent, labor and raw ingredient. These types of data are hard to gauge from your potential competitors in the area, but they are correlated to the location of the venue and the type of food it serves. Before opening the business, one would naturally want to know the profitability of the new venture by knowing what kind of prices it can charge the customers.

Data

The Foursquare API free personal account has a limit on how many calls and premium calls can be made. Therefore, we chose to get the price information through the ‘explore’ endpoint over the ‘details’ endpoint, which is a premium call. There are 746 food venues in the Brooklyn area but only 500 premium calls can be made per day.

The ‘explore’ endpoint can retrieve price category specific results, category 1 being the cheapest and 4 being the most expensive. Hence, we will compile a dataframe with the venue location, its neighborhood, category and price range.