

Introduction / Business Problem

California is the most populous state in the USA. It is home to about 40 million and is the largest state by area. If it were a country on its own, it would be the fifth largest economy in the world. California has an exceptionally diverse geography, climate and culture. There's a place for anyone wishing to move to california. This project aims to profile cities across california. The target audience would be anyone planning on relocating to or starting a business in California. Foursquare venue data together with Zillow housing data will be used for this purpose.