The Northwestern United States Cities Analysis

INTRODUCTION

Background
The Pacific Northwest of the United States is one of the most quickly developed regions in this country. Besides the unparalleled natural landscape, PNW is also the hub of many well-known international companies, such as Amazon, Microsoft, Boeing, Starbucks, Nike, etc. Given all the things that PNW has to offer, lots of people from outside of this region are looking forward to moving here. Entrepreneurs/business owners are exploring opportunities to start or extend their businesses in this region. Meanwhile, some current residents/businesses of this region would like to see if they can move to nearby cities in order to reduce daily expenses.

Problem/Solution
In all of these situations above, it would be beneficial to conduct an analysis of different cities and better understand what each place has to offer. One way of doing this analysis is to identify similarities among different cities and assign them to different clusters by comparing existing ventures. In this way, people/businesses can narrow down the scope of potential places that they are interested in and make more informed decisions.

Audience
The targeted audience of this analysis are people who are interested in comparing the characteristics of different cities in the northwest corner of the US, based on various venues that are offered in these places. These people include but not limited to potential property buyers, business owners, government officials, etc.

DATA

To conduct this analysis about analyzing and clustering cities in the Northwestern United States, I will use data from three different sources as follows:
- Wikipedia
  Obtain a list of cities in Washington, Oregon and Idaho.
  https://en.wikipedia.org/wiki/List_of_cities_and_towns_in_Washington
  https://en.wikipedia.org/wiki/List_of_cities_in_Oregon
  https://en.wikipedia.org/wiki/List_of_cities_in_Idaho
- Foursquare venue recommendation API
  Obtain a list of most popular venues in cities of three states mentioned above
  https://developer.foursquare.com/docs/api/venues/explore
- Mapquest geocoding API
  Obtain latitude and longitude data associated with each location.
  https://developer.mapquest.com/documentation/geocoding-api/