1. **Introduction**

After having a successful career as marketing and sales executive in various organizations, a happily married housewife with 2 kids has finally decided to fulfill her dream of opening a dessert shop to share her well-liked desserts to the world.

Karen was born in Hong Kong. She moved to Shanghai with her husband in 2004. Her favor desserts are cheesecake and apple pie. Karen tried many of them in Shanghai but could not find one that she liked. She started making them herself with different recipes available online and eventually came up with some that were well received by her families and friends. A lot of them encouraged her to open her own shop.

With her kids going to the US for studies, Karen is now planning to move back to Hong Kong. She decides to open a dessert shop to let other try her recipes. Karen knows Hong Kong very well and understands the competition will be very tough. However, she has confident on her recipes. She would like some help on finding a location for her shop to maximize her chance of success.

1. **Data for Analysis**

To assist Karen on her problem, we will be using information from Foursquare to do some analysis for her. Karen will provide a list of about 20 neighborhoods that she is interested in. We will evaluate those neighborhoods based on ability to attract large crowd of people such as shopping malls, office buildings, theaters, popular restaurants, etc. and then select a few potential neighborhoods for her. We will then look at the number of dessert shops in each of them and select one with the minimal number of dessert shops to minimize the competition.