Coursera Final Project Idea:

The purpose of the final project is to determine and recommend which district in Houston is most favorable for opening a restaurant. This would require the use of Foursquare API to determine competitors in each area of the city, as well as the success of other similar businesses. An area with many competitors will be less favorable for opening a restaurant, while an area where restaurants are very popular will be more favorable. Thus, the most ideal district will be the district where there are few restaurants, but the restaurants that are present are very popular.

The target audience for this project is restaurant entrepreneurs. If someone is looking to open a restaurant in Houston, this project will be helpful to them for deciding where the most optimal place to set their business up would be. They would care about this problem because most small businesses are unsuccessful. Having an advantage, knowing where a service is most likely to succeed will increase the probability of success for their restaurant.