Chapter 1

Introduction/Business Problem

Imagine you are the manager of a band and in the process of planning a tour. You know roughly where in the world you want to play (North America, Europe, capital cities around the world, etc.), but don't know which venues would suit the band you represent the best.

You could of course start writing to or calling all the possible venues in a certain city. This can be very time-consuming and does not necessarily lead to good results. Wouldn't it be great if you could name a reference venue, for example in the home base town or neighborhood of the band, and find venues in similar neighborhoods in other cities?

Assuming that similar neighborhoods will be home to people with similar socioeconomic backgrounds but also similar lifestyles and tastes, this would greatly facilitate finding promising venues. In addition, it can be assumed that the turnout for certain types concerts (i.e. musical genres) will be higher.

Overall, the tool we want to develop will save time and effort on the part of the band manager organizing a tour, as well as increasing concert turnout and thereby revenue for the band.

To achieve this goal, we will use Foursquare location data to classify neighborhoods in different cities and find similar neighborhoods across whole countries or the whole world. In these similar neighborhoods, concert venues will then be recommended to the user.