Capstone Project - The Battle of Neighborhoods

# Introduction

This essay looks into data and to identify if there are any shifts of the most popular venues of the New York City over the past 3 years. The data is based on records from the Foursquare.com. A better understanding of the venue popularity developments will help entrepreneurs to have a better understanding of the potential investment opportunities. The essay can mainly provide insights about the type of venues and the locations.

# Data Selection

The essay selects three time points as samples to study the most popular venues: 2019/3/1, 2018/3/1 and 2017/3/1. It is expected to discover a geographic shift, and other shifts of the venue popularities. This may provide a hint about people’s taste change, and selection change, or their spendable income change. If the three samples cannot describe the picture good enough, it is always a good idea to select more data points.

It is expected that seasonal variable play an important role on people’s behaviors. So the next step is to select a date from each season of the selected years from the previous step to look for if there are any seasonal patterns on venues’ popularities.