# Use machine learning to predict business start locations intelligently

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# Introduction:

Small businesses are grouping a critical section in a developed or developing economy. Traditionally, owners or entrepreneurs of small business start their business according to experience or very limited market investigation due to investment limitation or personal knowledge shortage. Big companies normally conduct this by its special department where there are professional analyst or data scientist, or out sourcing this to professional vendors. To facilitate small business owners make a informal decision, especially for the business location, a machine learning powered way introduced in this report.

# **Method:**

## Data Collection

There are many famous data providers who can provide business data based on location like Google, Facebook and Foursquare. Foursquare location data is deployed through its comprehensive and convenient web-based restful API because it is free and growing every day.

All the analysis is based on the Toronto, CA, so public borough and neighbourhood data is also extracted from public wikipedia page.

So the data in the report combines the Foursquare location-based business data and Toronto city borough and neighbourhood information.

## Exploratory Analysis

## Modeling

# **Conclusion**

# **Reference**

# **Appendix:**