

## **Description of data:**

I will be using the New York data provided by Capstone in an a=earlier assignment and the Toronto data obtained from foursquare in order reach upon a particular conclusion.

## **Methodology:**

I will use the foursqaure database in order to find the areas of interest in Manhattan and Toronto and after obtaining those areas of interest I will be performing cluster analysis in order to segment the areas of interest. After the clustering we can study in detail about the interests and market size for individual cities and are their any markets which are absent in one and which could be exploited. Is any market already saturated such that exploiting that any further might not give out a reasonable profit.