

# Coursera Capstone Project

## Chiropractic Firms in the Eastern United States

# Avoiding Saturated Markets

- When deciding to start a new business, one important factor is the number of similar firms already in the area
- Too many competing firms can lead to smaller client base
- More competing firms can often lead to lower profit margins

# Finding Chiropractic Firms

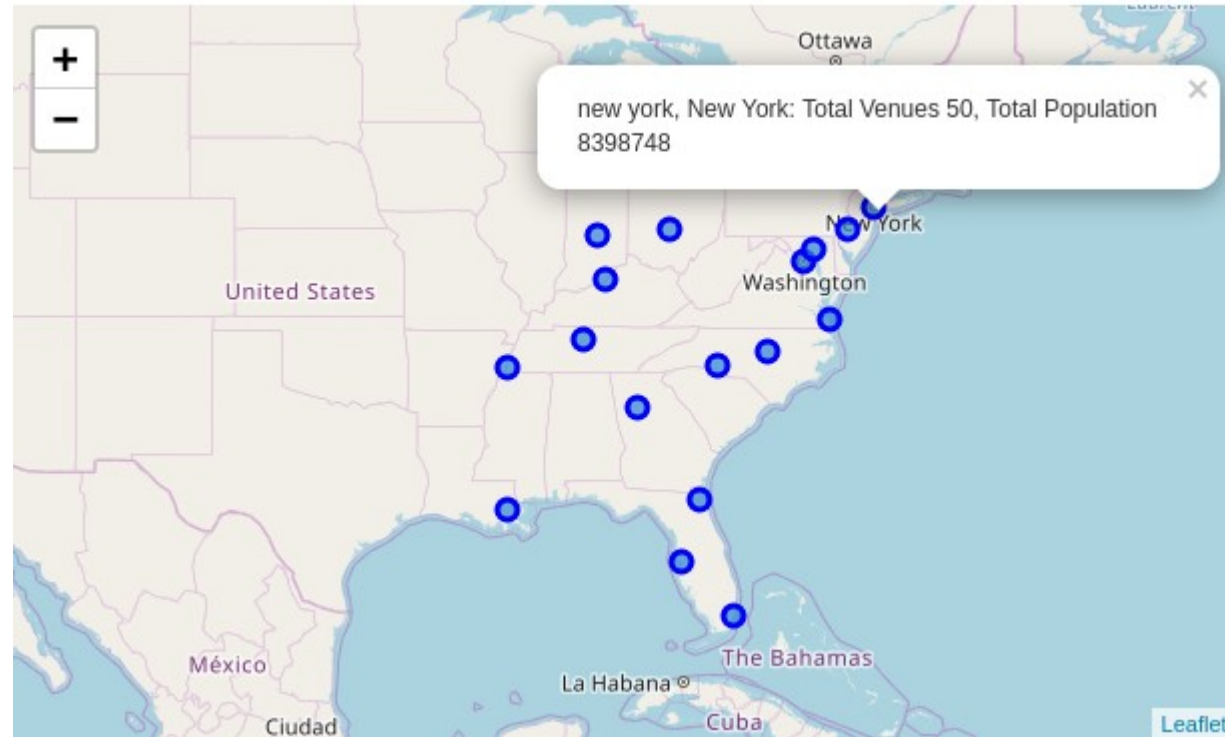
- In order to get better insight about where to start a Chiropractic firm, we should know how many firms already exist in prospective cities
- The number of Chiropractic firms may also be an indicator of a greater presence of alternative medicine practitioners as well

# Data acquisition

- The cities with the largest populations in the US was pulled from Wikipedia ([List of United States Cities by Population](#))
- Venue data was called using the FourSquare API (more info [here](#))
- Only 20 largest cities east of St. Louis, MO were considered
- Extraneous characters were stripped from many columns
- Unnecessary columns were dropped

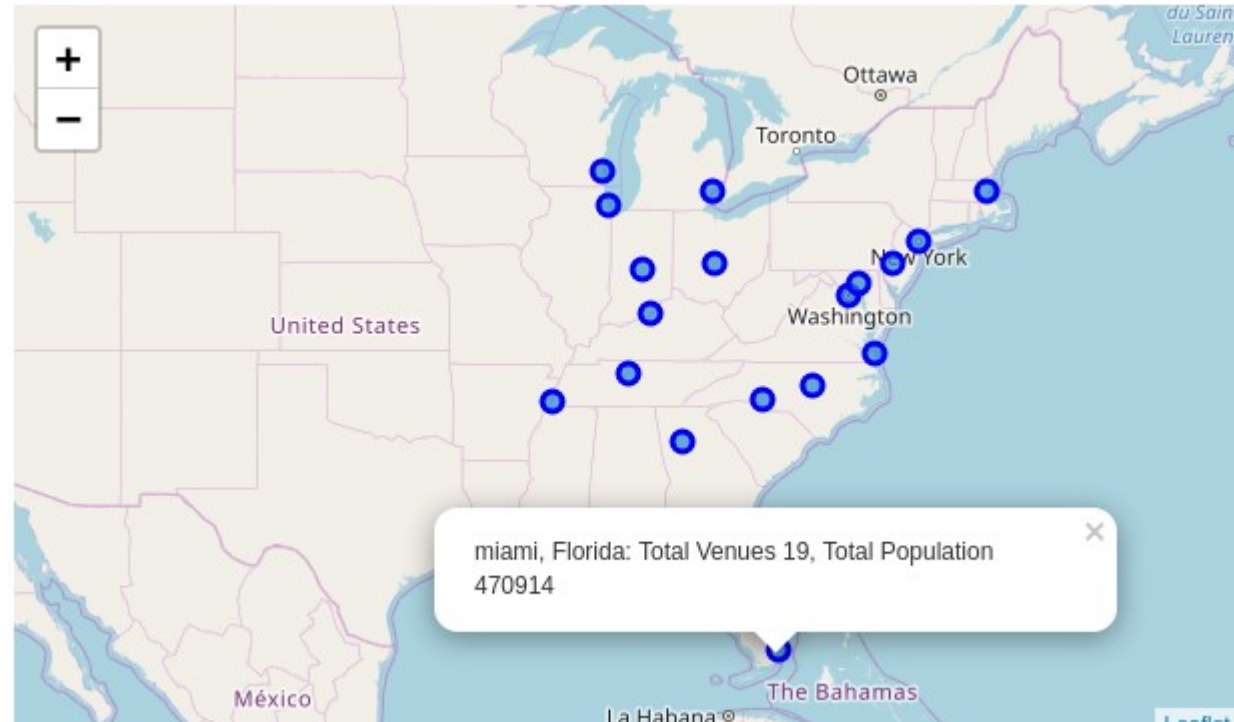
# New York City

- New York had the largest population and number of Chiropractic firms



# Miami

- Miami was the 16<sup>th</sup> largest city in the dataset, but had the fewest Chiropractors



# Conclusions and future development

- Somewhat unsurprisingly, the largest city had the most Chiropractors
- Though larger populations did not necessarily mean more chiropractic firms
- In the future, data from resident income and rent costs would be very useful to include in the analysis