

Data

We will use the zip codes contained within Hillsborough County to break the large area into neighborhoods. The web site zip-codes.com (<https://www.zip-codes.com/>) is used to provide the zip code list, city name and population for each area in the county. The website Foursquare (<https://es.foursquare.com/>) will be used to gather existing venue information for in each of the neighborhoods. Information on businesses will be obtained from Foursquare.

The data obtained will allow identification of neighborhoods that are good candidates for a new restaurant location. A clustering algorithm will then be used to group neighborhoods that are similar allowing for the identification of areas where multiple locations of a restaurant chain could locate.