

Capstone Project - The Battle of Neighborhoods (Week 1)

July 14, 2019

1 Capstone Project - The Battle of Neighborhoods-I

Question One

1.1 Find Location to Build New Cinema in USA

Which city is ideal to open new cinema in USA ?

2 Introduction of the Problem

2.1 Mr Muller wants to open a new cinema as company's new business.

He thinks that Cinema should be on crowded location where there is lots of footfalls like near by shopping complex or by big hotel or class restaurants. Besides that also feasible road transport is necessary.

He wants me concentrated on selection of cinema location according to its nearby environment. He lists out his top favourite cinemas in Liverpool with rating.

I am going to work with my pal and give best suggestion to Mr Muller.

In Summary, His ideal location is based on the following factor:

1. Population density of a locality
2. Per Capital income (PCI)
3. Population of each location
4. Venues in each locality

The venues cateogry are listed below:

- Sport
- Shops & Service
- College and University
- Event
- Food
- Nightife Spot
- Outdoors & Recreation
- Professional & Other places
- Residence
- Travel & Transport

3 Describing the data

3.0.1 To help Mr Muller find a best location for Cinema, we will get the data from the below sources

List of all the cities in United States with population density and coordinates:

https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population

List of all the cities in United States with Per Capita Income :

https://en.wikipedia.org/wiki/List_of_United_States_counties_by_per_capita_income

Using *Four Square API* to get the following

- Venue list in all city
- venues in each locality in the selected city
- Using the above data we will first select best city to proceed with based on the values listed above

Once we select a city, we then go hunting for Localities. Again, we do it using the same approach i.e. based on the scores of venues in each locality.