

# Capstone Project - The Battle of the Neighbourhoods

*The Applied Data Science Capstone is a part of **IBM Data Science Professional Certificate** program.*

## Introduction

### **Background: City of Chicago** <sup>[1]</sup>

Chicago, officially the City of Chicago) is the most populous city in Illinois, as well as the third most populous city in the United States. With an estimated population of 2,705,994 (2018), it is the most populous city in the Midwest.

Chicago is an international hub for finance, culture, commerce, industry, technology, telecommunications, and transportation. It is the site of the creation of the first standardized futures contracts at the Chicago Board of Trade, which today is the largest and most diverse derivatives market globally, generating 20% of all volume in commodities and financial futures. O'Hare International Airport is one of the busiest airports in the world, and the region also has the largest number of U.S. highways and greatest amount of railroad freight. In 2012, Chicago was listed as an alpha global city by the Globalization and World Cities Research Network, and it ranked seventh in the entire world in the 2017 Global Cities Index. The Chicago area has one of the highest gross domestic products (GDP) in the world, generating \$680 billion in 2017. In addition, the city has one of the world's most diversified and balanced economies, not being dependent on any one industry, with no single industry employing more than 14% of the workforce.

<sup>[1]</sup> Wikipedia

### **Business Problem**

Selection the best possible location for business applications is very important task for enterprises and business personnel. This is mainly because of high levels of competition.

This project is intended to recommend locations in the city of **Chicago** for various Business Solutions. The targeted audience for this project can be people interested in opening new businesses or in expanding pre-existing business setups, Government, Advertising Companies, Real estate, hospitality industries and many more.