

# **Coursera Capstone Project: Office Supplier Expansion - New Location Data Analysis**

## **Data description**

Data collection will utilise Foursquare data. The API will be used to gather potential customer data in both cities. Data will include city borough, business type, name along with their longitude and latitude co-ordinates. Borough postal codes will also be scraped from wikipedia. Collected data will then be prepared and cleaned before analysis using data frames and mapping techniques. These processes will establish which city has a greater number of potential customers.

For the second part of the Data Science problem, potential customers within the selected city will then be segmented and clustered. The results overlaid on a map of the city. The data maps should establish the ideal borough within the city for the clients business expansion.