Introduction/Business Problem

In this section, I will describe my business problem in detail. In particular, I will clearly define the problem, the group of stakeholders, and my intended audience and why they should care about my problem.

The broad goal of my project is to **Use location data to improve the overall health of the residents of New York City, NY**.

Our health and that of our planet depends greatly on how cities are planned. Ideally, we would want a city where people can live well and be healthy. We know that New York City (NYC) has a high population density, is the financial capital of the US, and attracts more and more people to it every year. Therefore, it is important that the _Department of City Planning of NYC_ (stakeholder) should focus on making the city a healthy place to live in for its _residents_ (audience that benefits from my data analysis) by creating more hospitals/health care facilities/medical centers, and physical spaces like urban parks, gyms, and fitness centers among others to simply increase ease of accessibility to these health-improvement centers. Needless to say, these have numerous health benefits in adults, such as a reduction of stress, a longer life or a better general and mental health (these are reasons why my targeted audience should care about my analysis).

I will use the Foursquare API location data to explore all neighborhoods of NYC and examine the distribution of (i) hospitals/medical centers, and (ii) parks/gyms/fitness centers across the city. By segmenting, clustering, and plotting neighborhoods that lack either of these facilities on the map of NYC, and by comparing against a map with all the neighborhoods of the city, I can determine which areas of NYC are in dire need of more facilities to improve the health of its citizens. This will allow me to make recommendations to the Department of City Planning of NYC as to which areas of NYC need more health-improvement facilities.