

# **Coursera Capstone IBM Applied Data Science Capstone**

## **The better sector to invest in Brasilia, Brazil.**

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## **Introduction**

For many investors who wish to open a new business, many doubts arise in what to invest their capital and in which place the central location and consumers of the place offers a great starting point.

As a result, we will check within the city of Brasilia the best place to open a new business.

Of course, as with any business decision, opening a new location requires serious consideration and it is much more complicated than it looks.

Particularly, the location is one of the the most important decisions that will determine whether the site will be a success or a failure.

## **Business Problem**

The objective of this project is to analyze and select the best locations in the city of Brasilia, Brazil to open a new business. Using data science methodology and machine learning techniques such as clustering, this project aims to provide solutions to meet the business.

Question: What is the best deal in Brasília based on consumer tastes as measured by the booking of places that are most frequented by Forsquare and by income?

## **Data**

The dataset used to solve the problem:

- Data from all administrative regions of Brasilia and the respective per capita income
- FourSquare to find the venus for each city and
- The coordinates of each city and each venues for analysis.