

## Data

Phoenix is not only one of the largest cities in the U.S. but also one of its fastest growing cities. This will serve as the city studied to try and link median household incomes to a specific cluster of business types. To achieve this end, all of Maricopa county (within which the city of Phoenix resides) will be used for the project. The data thus required will be gathered as follows:

1. A list of locations within Maricopa County will be used from the website of the newspaper Phoenix New Times.
2. The forward geocoding for each of those locations will then be done using LocationIQ and the geocoder library in python.
3. The latitude and longitude from the forward geocoding will then be used with the uszipcode python library to ascertain which U.S. zip code that particular location falls in and from that will be used to return the median income of that location.
4. The Foursquare API will then be used to return the venues for each of the locations, their respective latitudes and longitudes, and the venue category that they are a part of.