**Coursera Capstone**

Applied Data Science

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**Introduction**

I

currently live in a new

neighborhood

that was once

considered

very rural.

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interesting thing

is

that

the are

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has been fast developing in the past few years and

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of

this,

a lot of businesses

have been investing the area

from grocery

chain stores to fast foods

outlets

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here

is literally

construction at every turn and this is

definitely

becoming a new area

compared

to what it was 2

yrs.

ago.

**Business Problem.**

The only problem in my area is that there is no shopping mall where people can have a stop shop, go in there, be able to buy clothes, move into another store and get their furniture and may be go into a massage place and get some services and finally watch a movie before getting dinner and then going back home. A big mall can obviously be very convenient for all the new home owners that are moving to Aubrey TX. Also opening a shopping mall is not just very convenient for residents but also very profitable for business owners who can earn consistent business from the residents and thereby boosting the economy. I’m interested in exploring the type of service that are very essential in this area but are nowhere close and forces residents to drive more than 45 min to get those services. So I will definitely need to know what kind of service are within a 30- 45 min radius then see what services are outside that radius so we can recommend to business investors to include that in the mall.

**Data Description and use**

In order to achieve the above, I will make use of Foursquare API to search the services that are offered. Foursquare has one of the largest database and is used by a lot of developers. Foursquare will provide many different vendors and services after which we will look at the ones that are very far and make use of those in our business proposal and recommendation of what should be a part of the mall.in this Capstone project, I will also make use of some of the data science skills that I have learned such as data cleaning, wrangling clustering etc. They are a lot business investors who are just not sure what kind of services to invest in once the mall is built and these are my target audience