

A decorative graphic on the left side of the slide, consisting of a network of white lines and small circles on a dark blue background, resembling a circuit board or a neural network.

# COST COMPARISON OF NEIGHBORHOOD POIS

BASED ON PRICE OF ATTRACTIONS FROM FOURSQUARE API

# INTRODUCTION

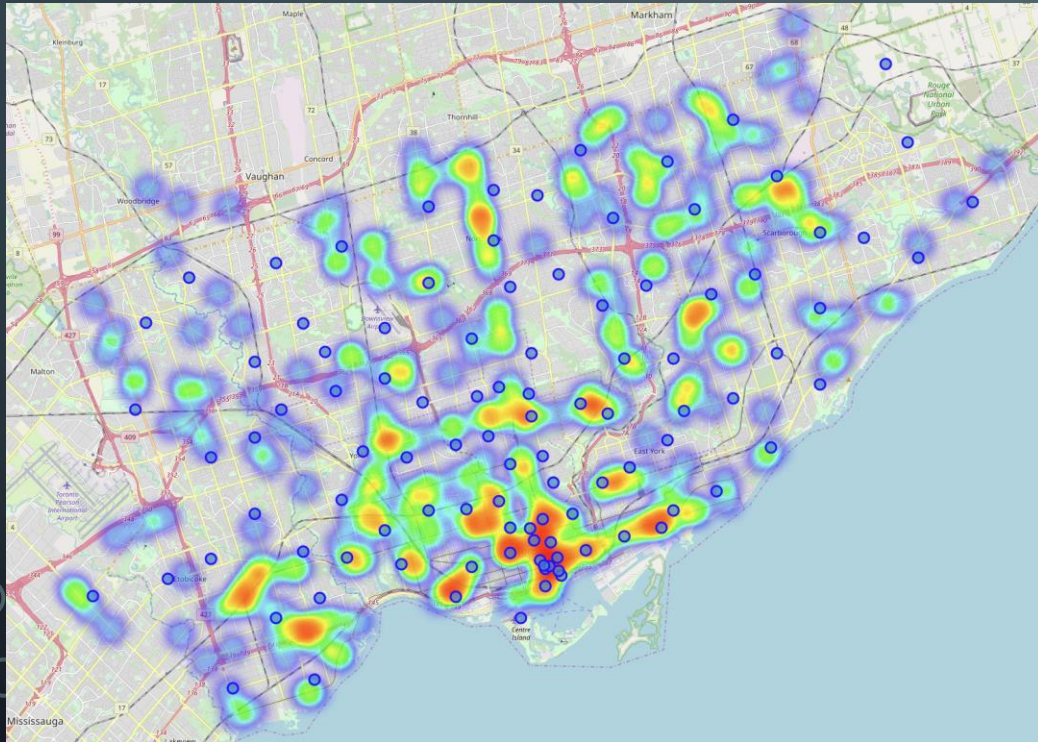
- **Whenever Choosing a neighborhood to live an import factor to consider is cost of living. While most areas in this city are reachable within a quick bus or car ride. The most convenient place is one that is close by. If a cheap budget is required, it would be beneficial to see areas that have more Points of Interest (POIs) that have a lower cost. Conversely, if a higher budget can be allocated to food/activities it would be convenient to be in an area that would facilitate a higher quality of life, based on a higher spending on activities.**

# METHODOLOGY

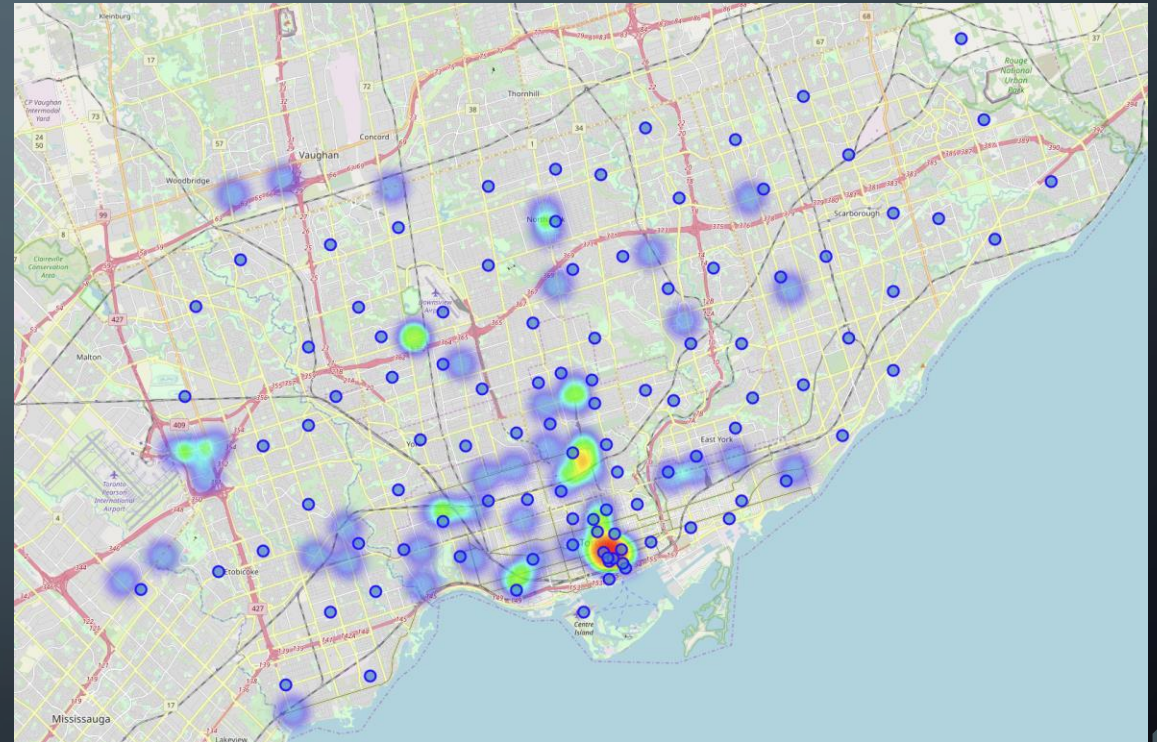
- The methodology used is that the Points of Interest (POIs) on Foursquare is comprised of attractions that locals would enjoy in their daily lives. The closer the better. So a heat map might be beneficial to see areas that have cheaper/expensive options. The Foursquare API provides POIs as well as a price rating ranging from 1 – 4. The POIs with a price rating of 1 or 2 would be assigned to cheap heat map and the POIs with a price rating of 3 or 4 would be assigned to the expensive heat map. With The heat maps side by side one could see if some local areas facilitate a higher/lower cost of living.

# RESULTS

## CHEAP HEAT MAP



## EXPENSIVE HEAT MAP





# DISCUSSION AND CONCLUSION

- **While there appears to be cheap option throughout the city, you can at least see few hot spots for higher cost of living POIs. This information would be useful for anyone who is looking for a higher quality of activities. Marketing teams could also find this useful if they are trying to reach a wealthier target audience.**