



SEGMENTING TOWNS IN MASSACHUSETTS BY VENUE

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INTRODUCTION

- Massachusetts is the 15th most populous state in the United States.
- Home to many of the top universities in the world
- Colleges students often stay in the area for full-time

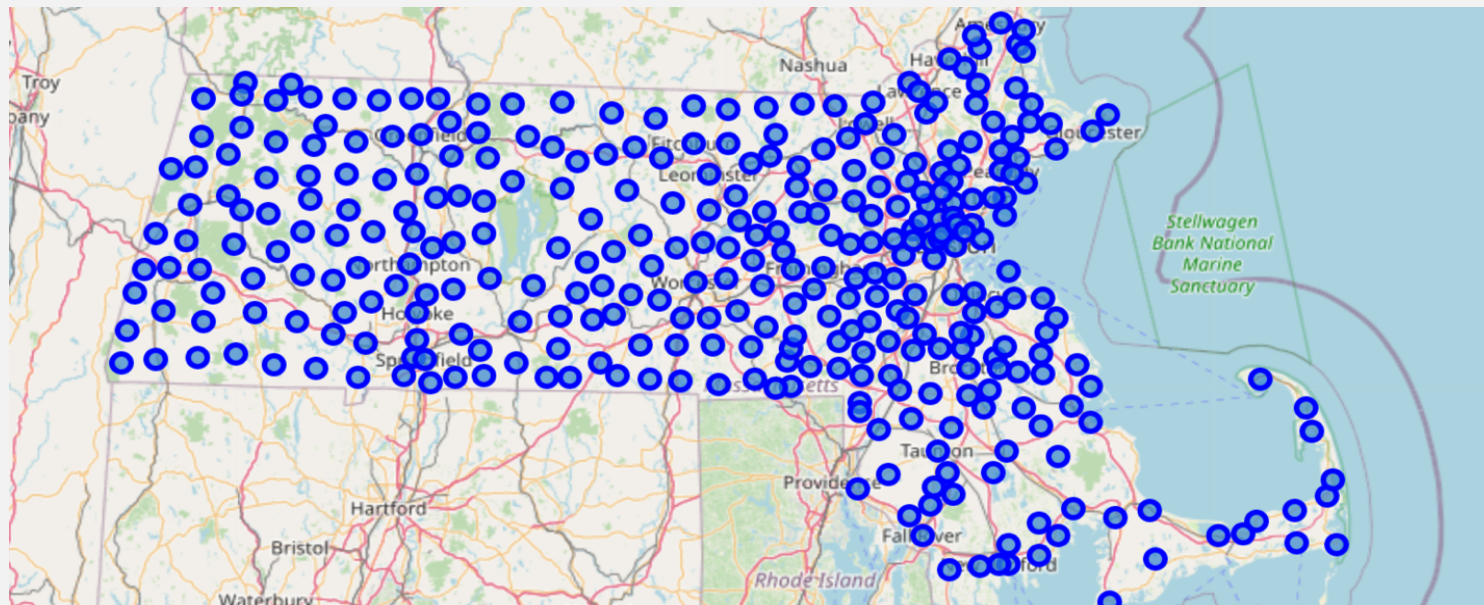
PURPOSE

The project will locate similar towns using the venues frequented to allow for a more informed decision on where to move.

DATA

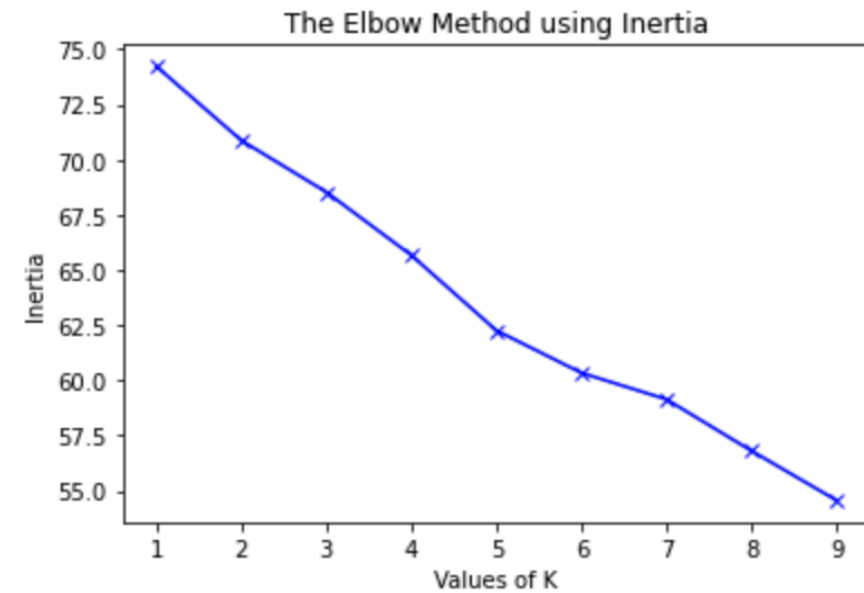
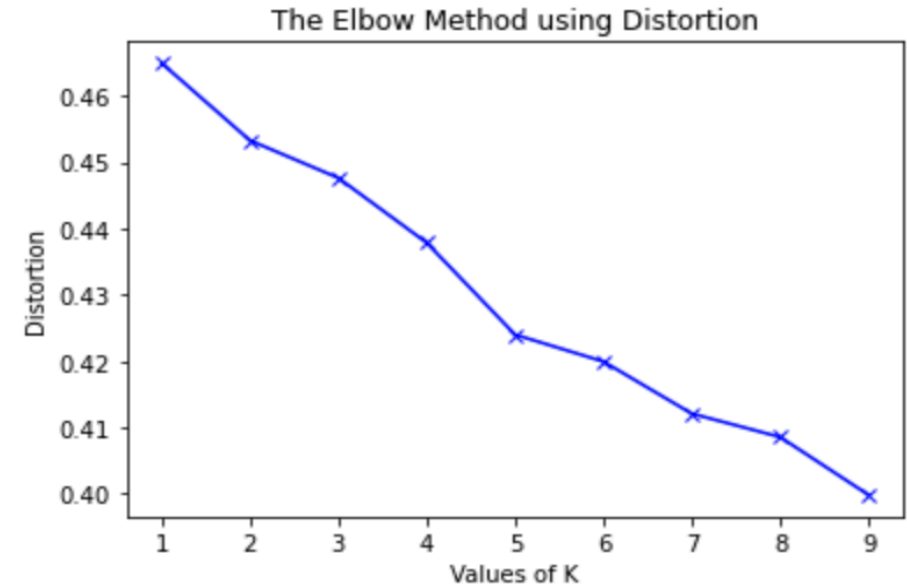
- List of towns in Massachusetts: web scraped from a [Wikipedia page](#)
- List of latitude and longitude points of the state and each town: Google Maps Geocoding API
- Venues within a 500-meter radius of each town: Foursquare API.

METHODOLOGY

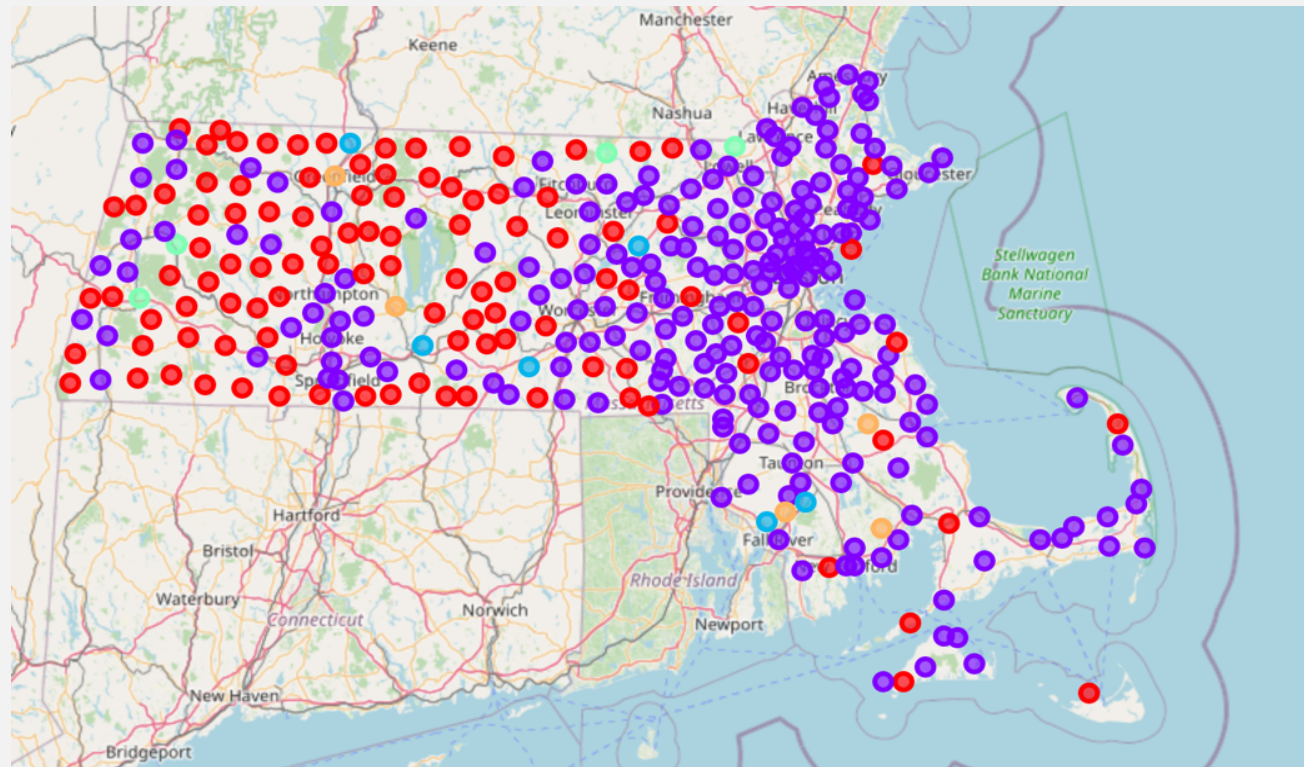


Exploratory data visualization of towns in Massachusetts

ELBOW METHOD



RESULTS



Visualization of the towns with their corresponding clusters color

CONCLUSION

- For Massachusetts residents who want to move, it may be helpful to see which town is similar in venues to their current location.
- Beneficial to assess other factors such as cost of living, job prospects, safety to help people decide where to move