1. Introduction

Cracow is a city with a thousand-year history, the former seat of Polish kings and the capital of the country, and today one of the most important European metropolises. The Cracow Old Town is a unique treasury of works of art, historical souvenirs and monuments that represent almost all architectural styles - from the Middle Ages to modern times.

The heart of the city for hundreds of years is the Main Market Square - the largest urban square in medieval Europe, preserved unchanged since 1257 and inscribed on the first UNESCO World Heritage List in 1978. The bell tower of St. Mary's Basilica has been playing every hour for 600 years . On the other hand, the Sukiennice - located in the middle of the market square - a medieval market hall - are one of the most recognizable Polish monuments.

In this project an analysis will be carried out considering two very popular neighborhoods of Cracow, which are rich in venues:

-Main square

-Kazimierz District

Conducted comparison will be aimed at finding features unique for each districts, similarities and leads for investors planning to open new venues in one of mentioned districts.

1. Data

The data needed for this analysis will be acquired through Foursquare developers API, and from Google Maps. The data set will consist of:

-Districts latitudes and longitudes

-100 venues for each district, and for each venue:

-latitude and longitude

-name and Foursquare id

-category

-rating

-count of tips, likes, and photos

The above data will be used to compare the districts, in regard of features of it’s venues.