

The Battle of Neighborhood



ATLANTA, GA IMAGE FROM CERTAPET.COM

Data:

To solve this problem, below data will be used:

- List of Atlanta Neighborhood
https://en.wikipedia.org/wiki/Table_of_Atlanta_neighborhoods_by_population
- Latitude and Longitude of these neighborhood (*Python Geopy*)
- Venue data related to these neighborhood (*Foursquare API*)

Methodology:

The problem will be tackled in two folds. First, venue of all restaurant in city of Atlanta will be analyzed to identify the most popular type of restaurant. Then we will structure the data to form a restaurant type * neighborhood matrix and clustering will be used to

group the neighborhood into several clusters. The cluster with large number of total restaurants and small number of the most popular type of restaurant would be the recommended location for opening up a new business.