**Project Overview: Analysis of New York City Neighborhoods for Aspiring Businesses**

**Introduction**

*Business Problem:*

A small, family-owned movie theater business is planning its move to

New York City. Although it specializes in re-running old classic movies, its main competition is large, established movie theater companies. Where in New York City will this business be able to capture the attention of audiences, with limited competition?

*Scope:*

One of the most important aspects of starting a business is determining the optimal location for its implementation. The location of an aspiring business can be vital to its long term success, due to factors of competition and target audience market. The premise of this Capstone Project is to leverage the Foursquare API location data for the city of New York, to analyze the business composition of the city’s major neighborhoods. Using the clustering method analysis, the optimal location for an aspiring business can be determined, based upon the factors of competition and audience market.

**Data**

*Data Set:*

* Foursquare API Data: Well-established and utilized API that provides crowdsourced business and location data.

*Data Analysis:*

* The Foursquare API will be used to gather, organize, and analyze data describing the business composition of the major neighborhoods in New York City. Through clustering method analysis, the neighborhoods will be divided according to their business composition, and visualized. Through this analysis, aspiring businesses can target locations within the city which provide a viable market for their growth, with limited competition. As a result, the business problem can be solved.