**Project Overview: Analysis of Cleveland Neighborhoods for Aspiring Businesses**

**Introduction**

*Business Problem:*

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

Cleveland. Although it specializes in re-running old classic movies, its main competition is large, established movie theater companies. Where in Cleveland 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 Cleveland, 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 Cleveland. 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.