**Introduction**

On an unplanned or a casual night-out, people may want to or get pressured into drinking and when you drove by yourself it becomes very risky and is actually against the law to drive under influence of alcohol. In this situation Drive & Dial services come in handy which help by driving your car back to your home safely.

**Business Problem**

With so many night-out points it becomes impractical to open Drive & Dial service for every Bar/Casino/other drinking places. So it becomes ideal to have a service point for a group of venues. We need to analyze the foursquare data of such night out joints and cluster the neighborhoods and have an optimum location for “Drive and Dial” hubs.

**Data**

The clustering would be done primarily on various Nightlife Spots in the “New York” city and then mapping them with data from FourSquare API about the Nightlife spots.

1. New York City Neighborhood Names

2. [Foursquare](https://foursquare.com/city-guide) Venues Data