Data Science Capstone Project

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Introduction

As a resident of Mumbai, I have personally witnessed a lot of cafes opening up especially in and around my neighborhood. But this phenomenon is not just limited to my neighborhood. It seems to be the case for the entirety of Mumbai as well as other metropolitan cities in India. Cafes possess a certain charm and an inviting quality especially with regards to the youth. People flock to cafes because it provides a certain level of comfort. Not just for light meals, but cafes are also a hotspot for a lot of working professionals who find the environment comfortable enough to carry out their work while maybe enjoying a cup of tea or coffee. Running a café is a business and for any business belonging to the restaurant/café industry location plays an important factor in whether or not the business succeeds in the long run.

Business Problem

This project intends to analyze suburbs/neighboorhoods in Mumbai, and come up with suburbs/neighboorhoods which might be ideal for opening a café. This objective will be achieved using data science methodology, location data accessed with the help of Foursquare location data provider and clustering, which is a machine learning method.

The stakeholders for this business problem could be the people who want to open a café or brokers/property agents who intend to use this data to guide people who are keen on opening a café.