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 through its cozy ambience. 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

Having identified location as a key component in running a café it is necessary that through careful analysis we arrive at the optimum location. This project intends to analyze suburbs/neighboorhoods in Mumbai, and come up with location of suburbs/neighboorhoods which might be ideal for opening a café. The solution to this business problem is arrived at by using the key concepts that we have accustomed ourselves with throughout this capstone project course.

The aforementioned business problem is tackled in a step by step manner that we learnt about in our week 3 assignment of the Battle of Neighborhoods.

It includes scraping data, accessing location data using Foursquare API and clustering method. Part 2 of this report explains in detail about data used for this business problem

Stakeholders

Finally, the stakeholders for this business problem could be the people who are looking to open a café but lack an idea about what the optimum location for the café would be. With the help of this data there could be better clarity on the business owners part, as far as decision making is concerned. Another set of stakeholders would be brokers/property agents who intend to use this data to guide people who are keen on opening a café. Property brokers could use this data to gain better insights and add to their repertoire of knowledge about locations. This could help them in brokering a deal for the person looking to open a café.