

Capstone Presentation

Business Problem

- Invest
- Where?
 - New York
 - Berlin
 - Exact location
- On what?
 - Restaurant
 - Coffee Place
 - Bar/Nightclub

Where can we find data?

- Location of cities:
 - Geolocator
 - Search for Specific cities e.g New York City, NY
- Location of Stores:
 - Foursquare API
 - Free Developer account
 - Limited premium queries

How to wrangle data?

- Used a notebook on Watson Studio
- Use the pandas library to visualize data in a dataframe and get rid of unneeded data
- Use the Folium library to create a map and visualize the stores produced from pandas

Discussion on the data

	NEW YORK	BERLIN
Restaurants	8862	2309
Bars/Nightclubs	1408	1602
Coffee Shop	1260	954

- Americans enjoy eating out
- Germans enjoy drinking out
- Both lack vegan/vegetarian solutions

	NEW YORK	BERLIN
Vegetarian/vegan restaurants	65 out of 8862 (0.7%)	148 out of 2309

Discussion on the data

- Since both lack a vegan/vegetarian restaurant how cant we choose a city ?
- Based on culture
- Based on biggest market gap
- Both variables favor New York

LOCATION

- As simple as looking into a map



Conclusion

- It is not a simple choice of a type of store and then of city, is a combination of both
- New York seems to like food more, but has less vegetarian/vegan solutions.
- Since there is a major absence of vegetarian/vegan solutions any location would be beneficial. But to avoid future or existing contenders we chose a location that have the less amount of stores.
- Alternatively, a Berlin solution was provided.