

IBM Data Science Specialization Capstone

Café shop location in NYC

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1. Motivation:

- New York City (NYC) is one of the biggest cities in the world, many office workers and tourists. Most of them might not have time in the morning to make their own breakfast, instead they have it in cafés.

2. Targeted audience:

- Investors who are interested in opening new café/coffee shop in NYC.

3. Data for this project:

- For this project, I will use NYC Airbnb open dataset which can be found in Kaggle ([link](#)). Neighborhoods information can be found using NYC geojson file ([link](#)), using this file it's possible to draw each neighborhood boundary on folium map as a polygon, and getting the latitude and longitude by finding the centroid of each polygon. After getting each neighborhood geo-location I will use Foursquare API to analyze each neighborhood and find out where it's good to open a new café/coffee shop with the help of the NYC Airbnb data.

4. Why using two different datasets:

- I will use the assumption that those who use Airbnb are usually don't make their own breakfast at home nor lunch.
- I will use Foursquare data to make to see which neighborhood members attend cafés/coffee shops since I am targeting the community of the neighborhood also.