IBM Applied Data Science Capstone

Opening a Coffee shop in suburbs of Chennai, India

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Introduction

Worldwide, experts estimate that people drink about 2.5 billion cups of coffee a day. Sales in the ready-to-drink market—which includes coffee shops—are forecast to grow by 67 percent between now and 2022. Additionally, coffee and other ready-to-drink shops show incredible resilience in volatile markets, helping to eliminate some of the uncertainty associated with small business ownership.

Business Problem

The objective of this capstone project is to analyze and select the best locations in the suburbs of Chennai to open a coffee shop. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the suburbs of Chennai, if investor is looking to open a new coffee shop, where would you recommend that they open it?

This project is timely as the city is currently short of coffee shop and the lifestyle of the people is changing and people are preferring to go to coffee shop for meeting and get together with friends.

Target Audience of this project

This project is particularly useful to investors looking to open or invest in new coffee shop in the suburbs of Chennai.