

The Battle of Neighbourhoods

A Cool Treat in A Warm Paradise





Problem Statement

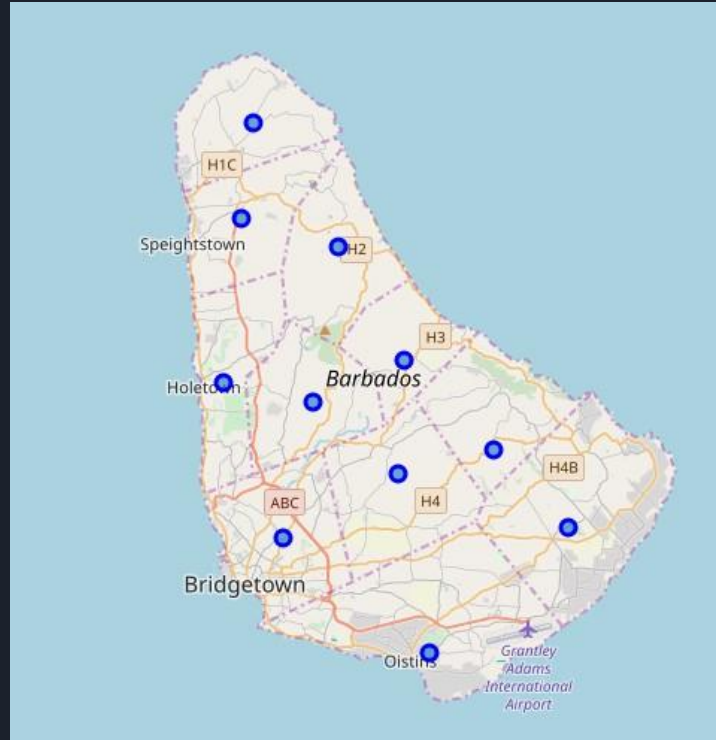
An aspiring entrepreneur is interested in opening an ice cream shop in the small island nation of Barbados. This project aims to determine the best parish to open an ice cream shop based on population size and nearby competition.



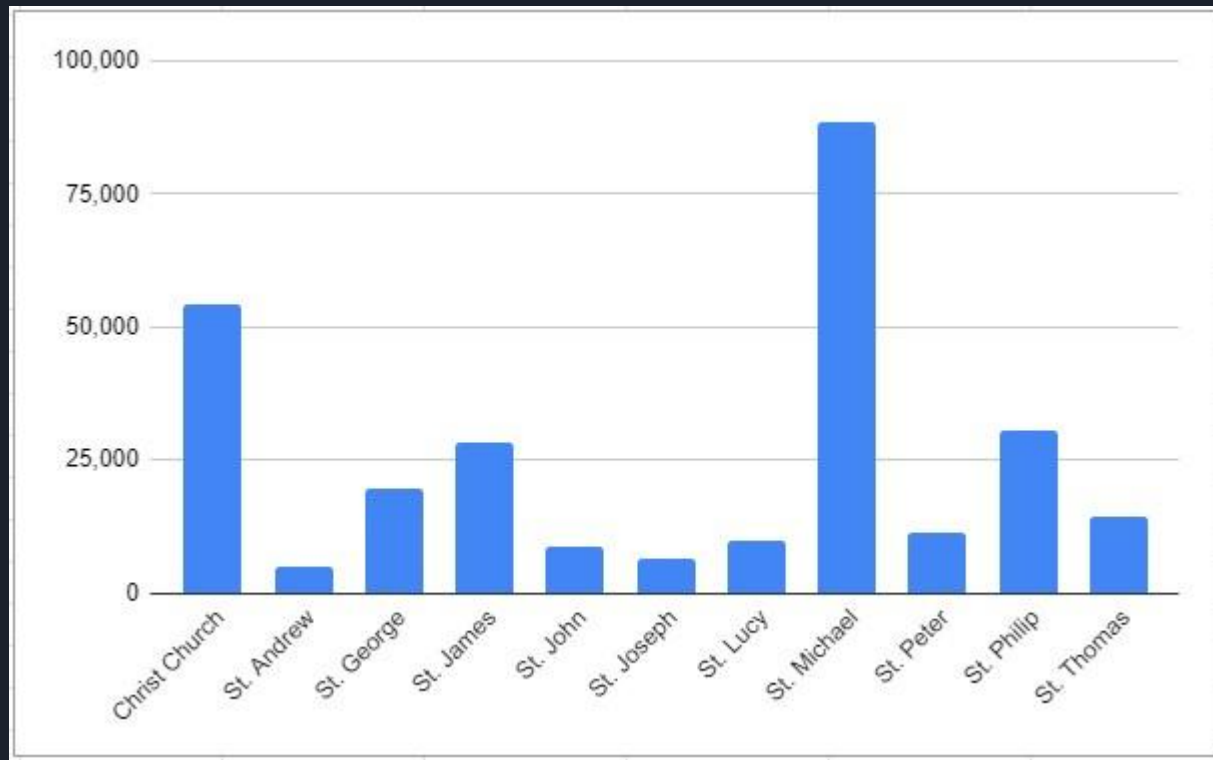
Barbados

Barbados is a small Eastern Caribbean nation. As of 2010, it has a population of 277,821. It is split into eleven (11) territories called Parishes.

Map of Barbados



Population Distribution per Parish





Population Distribution per Parish (cont'd)

Looking at the population distribution, it is clear that St. Michael has the highest population of the 11 parishes (at 88,529), followed by Christ Church (with 54,336) and the lowest populated parish being St. Andrew (at 5,139).



Ice Cream Shop Market in Barbados

Our research has shown there are thirteen ice cream shops in Barbados. Nine of which are part of the national restaurant chain “Chefette”.

Ice Cream Shop Market in Barbados (cont'd)

	Parish	Parish Latitude	Parish Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
266	St. Michael	13.118029	-59.600986	Chilly Moos Ice Cream Treatery	13.075227	-59.589527	Ice Cream Shop
241	St. Michael	13.118029	-59.600986	Chefette	13.091495	-59.585205	Ice Cream Shop
0	Christ Church	13.066670	-59.533330	Chefette	13.074406	-59.588523	Ice Cream Shop
1	St. James	13.187890	-59.628104	Chefette	13.200587	-59.615367	Ice Cream Shop
2	St. Philip	13.122874	-59.469571	Chefette	13.117160	-59.476180	Ice Cream Shop
3	St. Michael	13.118029	-59.600986	Chefette	13.117091	-59.617039	Ice Cream Shop
4	St. Michael	13.118029	-59.600986	Chefette	13.096970	-59.615466	Ice Cream Shop
5	St. Thomas	13.179373	-59.586824	Chefette	13.154219	-59.611567	Ice Cream Shop
6	St. George	13.146904	-59.547892	Chefette	13.129086	-59.569922	Ice Cream Shop
7	Christ Church	13.066670	-59.533330	Chefette	13.080162	-59.487813	Ice Cream Shop
8	St. James	13.187890	-59.628104	Chillz Delight Treats	13.162094	-59.636862	Ice Cream Shop
9	Christ Church	13.066670	-59.533330	Cafe de Paris	13.065909	-59.563326	Ice Cream Shop
10	Christ Church	13.066670	-59.533330	Magnolia Chocolatier	13.075704	-59.539721	Ice Cream Shop

Clusters of Ice Cream Shops in Barbados

- Cluster 1 - Red
- Cluster 2 - Purple
- Cluster 3 - Blue
- Cluster 4 - Green
- Cluster 5 - Orange





Conclusion

Taking the results into consideration, three parishes to consider opening an ice cream shop would be St. Philip, St. James & Christ Church. Though St. Philip and Christ Church both have moderately high competition, having some competition indicates an established market and demand. They also have the 3rd and 2nd highest populations respectively in Barbados. St. James has a relatively high population while also having relatively low competition, which makes it a worthy candidate as well.