

IBM Data Science Capstone project: Battle of the neighbourhoods

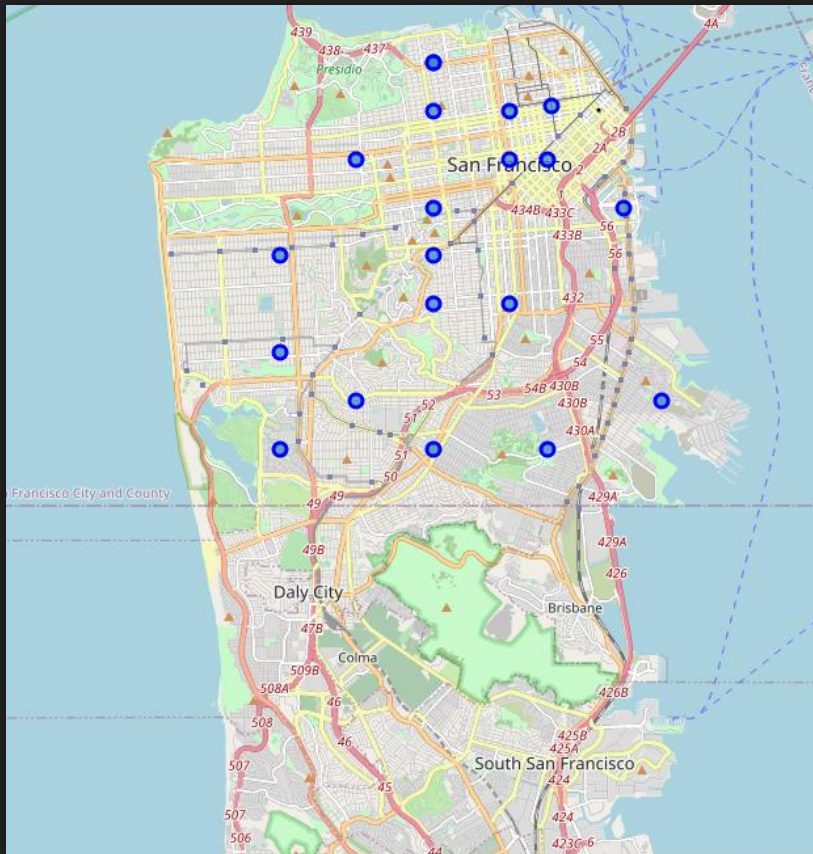
Carolina Sanchez Hernandez

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Introduction

- The Juice business has been thriving over the past few years but there is still room for expansion and diversification.
- San Francisco has 16 gyms and other wellness businesses per square mile, according to the 2020 Wellness Index released by Mindbody, a wellness technology platform
- Gyms and wellness centers have a very high probability of having a high percentage of customer base that might consume natural juices as part of a healthy lifestyle
- This project would explore different areas of the Bay area of San Francisco where we can find these venues, current juice bars and where they are located and, after exploring the data, selecting the right neighborhood that would provide the new business venture with enough customers to create a profit

Neighbourhoods in San Francisco



Lat and Long of Neighbourhoods

- San Francisco is located on the West Coast of the United States at the north end of the San Francisco Peninsula and includes significant stretches of the Pacific Ocean and San Francisco Bay within its boundaries.
- San Francisco contains with a difference of even a single block at times, different neighbourhood character, history, aesthetic
- From boutique studios to homegrown gyms, San Francisco is packed with tons of wellness spots.
- This makes this city ideal for healthy business offers such as Juice Bars

Comparing number of wellness venues per neighbourhood

Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
Castro/Noe Valley	1	1	1	1	1	1
Chinatown	5	5	5	5	5	5
Haight-Ashbury	1	1	1	1	1	1
Inner Mission/Bernal Heights	2	2	2	2	2	2
Lake Merced	2	2	2	2	2	2
Marina	5	5	5	5	5	5
North Beach/Chinatown	5	5	5	5	5	5
Polk/Russian Hill (Nob Hill)	4	4	4	4	4	4
Potrero Hill	6	6	6	6	6	6
South of Market	3	3	3	3	3	3
Western Addition/Japantown	2	2	2	2	2	2

Number of Gyms

Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
Castro/Noe Valley	2	2	2	2	2	2
Chinatown	1	1	1	1	1	1
Haight-Ashbury	1	1	1	1	1	1
Inner Mission/Bernal Heights	1	1	1	1	1	1
Polk/Russian Hill (Nob Hill)	2	2	2	2	2	2
Potrero Hill	1	1	1	1	1	1
Twin Peaks-Glen Park	1	1	1	1	1	1
Western Addition/Japantown	1	1	1	1	1	1

Number of Yoga studios

- There are a few neighbourhoods that appear to have a great number of venues such as Portero Hill, Chinatown, Marina and North Beach

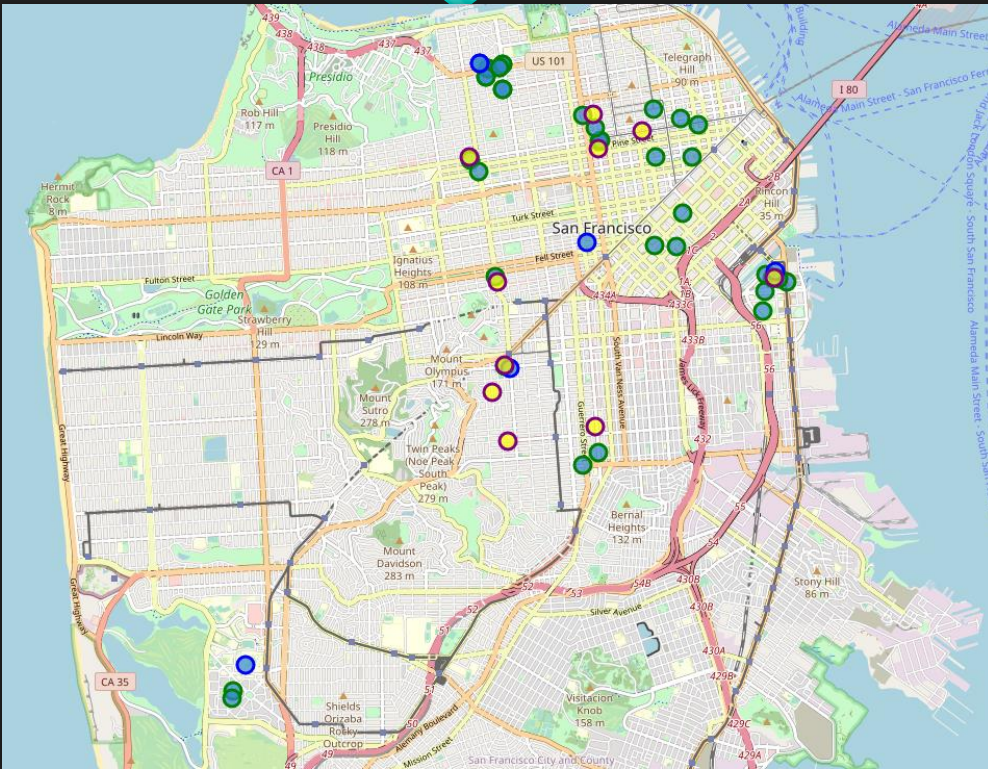
Number of Juice Bars per neighbourhood

Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
Castro/Noe Valley	1	1	1	1	1	1
Hayes Valley/Tenderloin/North of Market	1	1	1	1	1	1
Lake Merced	1	1	1	1	1	1
Marina	1	1	1	1	1	1
North Beach/Chinatown	1	1	1	1	1	1
Potrero Hill	1	1	1	1	1	1

Juice Bar

- In comparison, there don't seem to be enough Juice Bars for such a thriving population that uses all the above wellness venues

Conclusions and recommendations



Yellow= Yoga studios

Green = Gyms

Blue = Juice Bars

- There seem to be a genuine lack of Juice Bar compare to the number of wellness centers. In particular, Chinatown and Polk/Russian Hill
- As a recommendation for a future business entrepreneur who wants to open up a Juice Bar in San Francisco Bay, the customer base seems to be big enough and the offer not yet saturated
- Data shows that ChinaTown or Polk/Russian Hill are a good place to start as the number of wellness venues is 6 in each of them with no nearby Juice Bar

- There seem to be a genuine lack of Juice Bar compare to the number of wellness centers. In particular, Chinatown and Polk/Russian Hill