

IBM Data Science Capstone project: Battle of the neighbourhoods



Introduction

The aim of this project is to identify juice bars in the different neighbourhoods of the Bay Area and to find out the best possible neighbourhoods or areas where we could locate a new juice bar. The criteria we will use for this will be proximity to universities and gyms. Universities and gyms have a very high probability of having a high percentage of customer base that might consume natural juices as part of a healthy life style.

Business case

The Juice business has been thriving over the past few years but there is still room for expansion and diversification. This element of a healthy lifestyle seems to be associated with other trends such as exercising and moving away from conventional beverages such as tea or coffee. Universities and gyms have a very high probability of having a high percentage of customer base that might consume natural juices as part of a healthy lifestyle. Therefore, 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 neighbourhood that would provide the new business venture with enough customers to create a profit.