

IBM Data Science

Capstone project:

Battle of the neighbourhoods



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July 2020

# Introduction

The aim of this project is to identify juice bars in the different neighborhoods of the Bay Area and to find out the best possible neighborhoods or areas where we could locate a new juice bar. The criteria we will use for this is proximity to gyms and wellness centers. Both 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.

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. **It's indicative of millennials' priorities: They'll shell out for pricey gym memberships, boutique fitness classes, and wellness treatments**

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. 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 neighborhood that would provide the new business venture with enough customers to create a profit.

# Data

The data used for the above analysis consist of data extracted from <http://www.healthysf.org/bdi/outcomes/zipmap.htm> in order to get neighborhoods and zip codes. Foursquare that contains the different venues that sell juice in the Bay area, gyms and wellness venues (see sample tables and maps below). These data was used to determine how many wellness venues are per neighborhood, comparing this to number of juice bars and making recommendations of locations in order to set up a new juice bar business. Example of data used from Foursquare are shown below:

## Juice selling venues

A screenshot of a cell phone

Description automatically generated

A close up of a map

Description automatically generated

## Gyms

A screenshot of a cell phone

Description automatically generated

A picture containing text, map

Description automatically generated