Business Location Decision Making

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Introduction

Background

When opening a business for the first time it is important to consider some certain factors that will affect your business either positively (growth) or negatively (decline). One of the most important factors to consider is the location of your business.

Client's Request

A client contacted me from New York, she wants to open a Coffee shop. She wants to open it in the town of Brooklyn because that is where she stays, but she needs help exploring the Neighborhood's in the city. She wants to open the Coffee shop in a neighborhood where there little or no Coffee shop to reduce competition and increase profit.

Data acquisition and cleaning
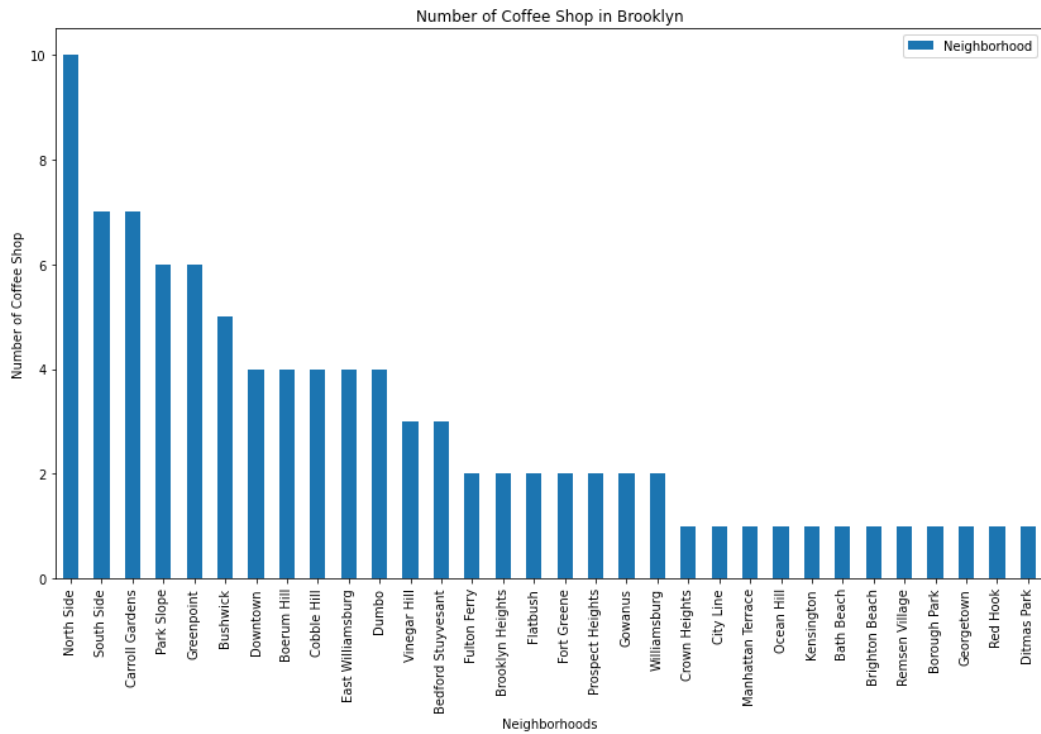
Data Sources

To analyze and solve the problem mentioned above, I will use a new york data set which contains of all towns in new york as well as longitude and latitude coordinates of it's neighborhood as this values are needed to source another data from foursquare.

Data Wrangling

Data downloaded contains data of all towns and neighborhoods in new york city with their respective latitude and longitude coordinates, considering we will be making use of only Brooklyn town we will get rid of all other towns from our data set once we have the latitude and longitude values for Brooklyn. Then we can go ahead and quest for data from foursquare. Data wrangling is involved in every aspect of our analysis

Exploratory Data Analysis

Our data quest from the foursquare API explores and gives results of venues in a location. Considering that our analysis is centered on finding the locations with the least number of Coffee shop we have to further clean our data to have our venues as only Coffee shop, once this is done we can use a bar chat to visually represent all the locations and their corresponding number of Coffee shop.

Number of Coffee Shop in Brooklyn

So from the bar chat above we can say that 12 different locations have just 1 Coffee shop each in Brooklyn. So we have significantly been able to give a good path to decision making.

Conclusion

In this research, I tried to provide a better business solution by exploring locations in Brooklyn area of new york city, by doing so I was able to provide better decision making as to what option to be used by a client.