

A black coffee cup sits on a wooden table, with steam rising from it. Coffee beans are scattered on the table surface. The background is a warm, blurred orange-brown.

Discovering the Ideal Location for an Italian Cafe

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Summarizing the Requirements

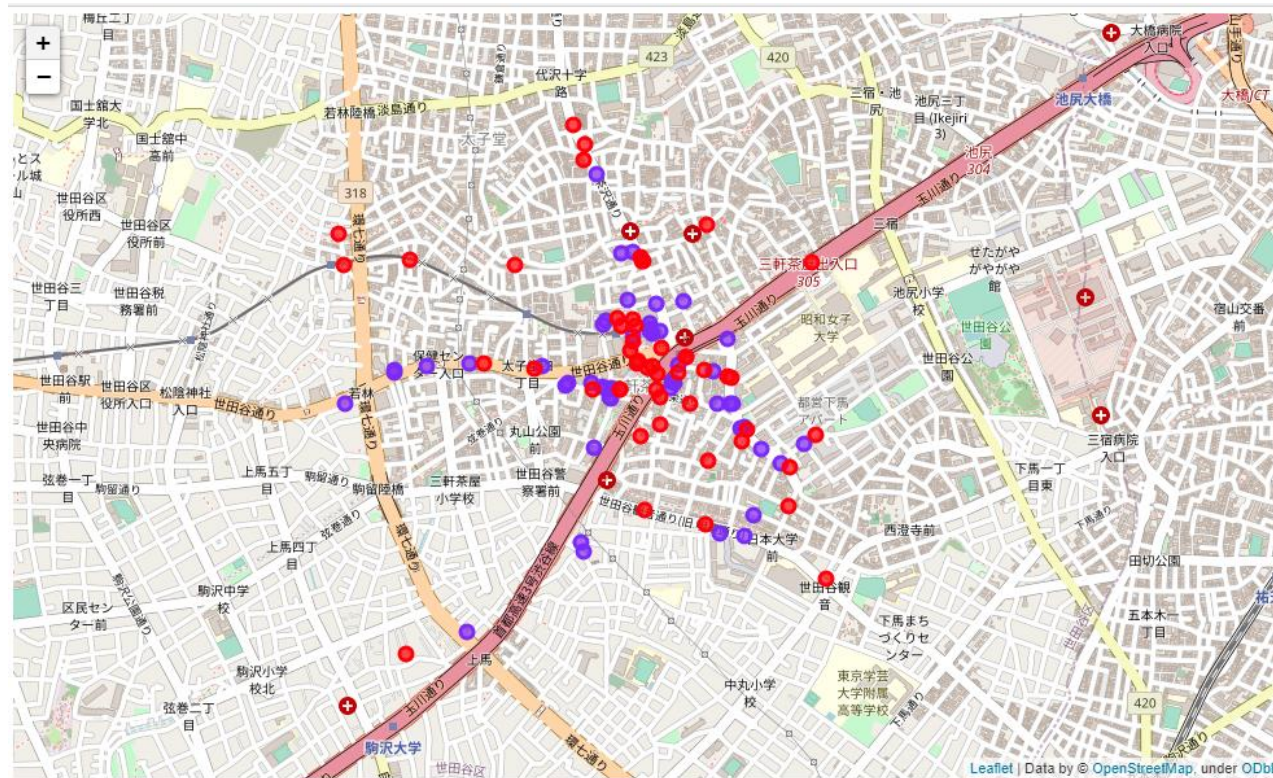
- Determining an ideal location for a small business is vital to its success
- Owner wants to build an Italian themed café near the Sangenjaya in Tokyo
 - The goal is to create a place where clients can sit and enjoy an espresso or dessert after their lunch or dinner.
- Owner has requested their café be placed close to other Italian themed venues while avoiding other cafés or coffee shops.

Data acquisition and cleaning

- Majority of data can be obtained from the publicly available Foursquare API.
- Pros
 - Lots of data available including Venues, Category and Location
 - Able to pull data from specific regions
 - Data is generally formatted well and complete
- Cons
 - Public API has limitations to how much data can be gathered. Multiple calls are needed



Reviewing Venues in Sangenjaya



Purple – Italian
Restaurants
Red – Cafés

Grouping Data

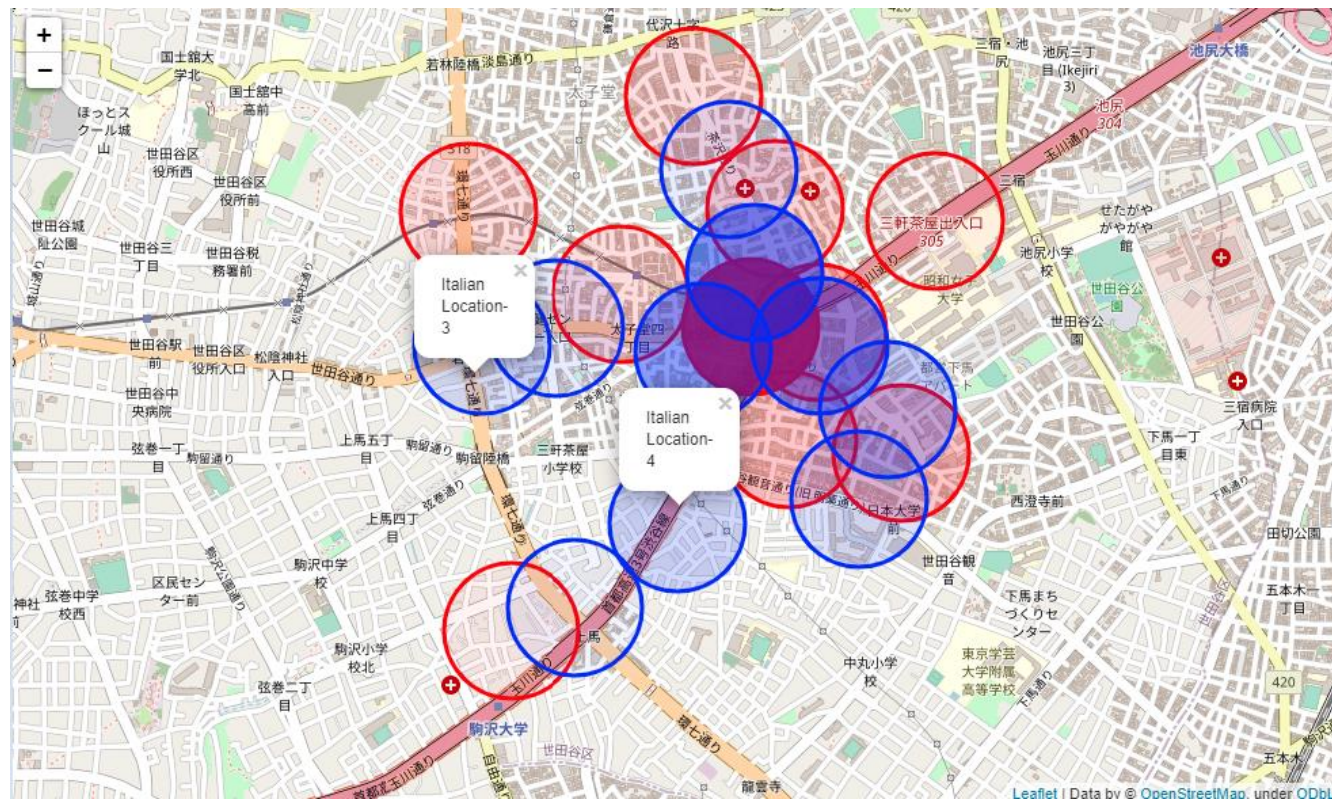
Italian Venues

| | Venue Latitude | Venue Longitude | Count |
|-------|----------------|-----------------|-------|
| Label | | | |
| 9 | 35.644661 | 139.669929 | 11 |
| 7 | 35.642637 | 139.668303 | 10 |
| 1 | 35.642774 | 139.671979 | 9 |
| 5 | 35.641158 | 139.674108 | 5 |
| 3 | 35.638236 | 139.667478 | 4 |
| 2 | 35.638837 | 139.673238 | 3 |
| 8 | 35.642781 | 139.661268 | 3 |
| 0 | 35.643239 | 139.663591 | 2 |
| 4 | 35.647326 | 139.669094 | 2 |
| 6 | 35.636049 | 139.664232 | 1 |

Café Venues

| | Venue Latitude | Venue Longitude | Count |
|-------|----------------|-----------------|-------|
| Label | | | |
| 1 | 35.643287 | 139.669788 | 20 |
| 7 | 35.643146 | 139.671923 | 7 |
| 0 | 35.640021 | 139.674534 | 5 |
| 3 | 35.640385 | 139.670994 | 5 |
| 8 | 35.646304 | 139.670547 | 4 |
| 2 | 35.646256 | 139.660810 | 3 |
| 4 | 35.649213 | 139.667968 | 3 |
| 6 | 35.644106 | 139.665658 | 3 |
| 5 | 35.635465 | 139.662173 | 1 |
| 9 | 35.646011 | 139.675612 | 1 |

Grouping Data



Results and Analysis

Based on the grouping analysis Zones 3 and 4 are best suited based on the starting criteria.

| Zone | Venue Category | Venue Name |
|------|--------------------|--------------|
| 3 | Italian Restaurant | Euro |
| 3 | Italian Restaurant | Hamano |
| 3 | Italian Restaurant | ナティーボ |
| 3 | Italian Restaurant | オステリア ドゥエ |
| 4 | Italian Restaurant | Three |
| 4 | Italian Restaurant | Taverna Ichi |

Conclusion

Based on the analysis Zone 3 is the best area to build the clients Italian themed Café. This zone has a moderately dense amount of Italian Restaurants at 4 with no cafés or coffee shops.

