Coursera Capstone Project

Analysis Study

Best Riyadh Neighborhood for new Coffee Shop

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Abstract

Introduction

In Saudi Arabia, the coffee industry is expanding, especially in Riyadh being the capital of the Kingdom. Coffee becomes a daily necessity for most of people from society levels. People are seeking for a cozy place to have a relaxing time, meet friends or enjoy a family gathering. Also, it is common that students and workers pass by the coffee shop to grape a cup of coffee of their favorite flavor in the morning. We can say that Saudi people like and enjoy the western style coffee shops which makes this sort of business successful.

However, the right place for a café is crucial for the business success. Some metrics needs to be considered in order to choose the right place to open the new café. I considered these criteria for this analysis study:

1. Café have to be in Riyadh
2. Café should be in Crowded area (number of population, number of entertainment places)
3. Café should be in an area where many schools and colleges are located
4. Café should be in area with low café average rating

The criteria could be customized based on the café owners target, budget and preference.

In this study, I will gather the necessary data from multiple sources to achieve the study's objective. After data cleansing and preprocessing, I will explore and perform some analysis on the data to come up with the best three Riyadh neighborhoods for a new café.

The project will be interesting for anyone interested to open a coffee shop in Riyadh. It will provide the business the top three recommended venues to open the café. Moreover, the project will be helpful for people interested in opening a restaurant with the criteria studied here.

Data Description

Data Sources

The data considered in this study comes from these sources.

1. Riyadh districts dataset. I found an interesting dataset in JSON that includes all the districts in Saudi Arabia along with their boundaries coordinates. After filtering and data cleansing, I ended up with riydah_districts dataset with includes Riyadh neighborhoods and their latitude and longitude. From: https://github.com/homaily/Saudi-Arabia-Regions-Cities-and-Districts.
2. Popular Venus details (Categories, ratings and more) from Foursquare API
3. Geopy Python Library to get locations' coordinates if possible.

After the data preprocessing, cleansing and grouping, the data will be similar to the table below filled with dummy data.

District	Latitude	Longitude	Café's avg rating	Number of schools	Number of entertainment places
Alhamra	43.54	73.45	5	10	14

Methodology

Result

Discussion

Conclusion