



## ABSTRACT

Where to  
open a soya  
drink store?

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# OPENING LOCATION

IBM Data Science Professional Certificate – CAPSTONE PROJECT

## 1. Introduction/Business Problem

“Let’s grab some coffee!” is a common phrase that Vietnamese people use whenever they want to invite their friends or family members to try out a new kind of beverage (not necessarily coffee per se). Vietnamese beverage market has become more diversified with the arrival/creation of new drinks, be it bubble teas, craft beers with all sorts of flavours, aromas, and appearances.

From the perspective of consumers, they might have a hard time deciding which beverage to consume since there are so many brands to choose from (paradox of choices). From the business perspective, owners would struggle to pick which type to sell and the location to establish their stores. Due to heavy competition, the location of a drink store can make or break a business.

It is observed that consumer is paying more attention to beverages that are nutritious and can enhance one’s well-being. Recognising such a trend in consuming behaviour, my client is planning to open a soya store that serves fresh soya bean milk/pudding and organic drinks in the city of Hanoi, capital of Vietnam. However, with the overwhelming growth of bubble teas, my client tasked me to find a suitable location to open his store so that his products can be a successful alternative healthy drink.

## 2. Data Description

Three types of data will be required for this project:

1. Names and coordinates of the districts in Hanoi
2. Popular Venues and their categories

### 2.1 Names and coordinates of the districts in Hanoi

A list of districts’ names will be scraped from Wikipedia (<https://en.wikipedia.org/wiki/Hanoi>). The coordinates will then be added using the *Geopy* library.

### 2.2 Popular Venues

Foursquare is a US tech company that focused on location data. In this project, the Foursquare API will be used to retrieve the most popular spots in each district. The frequently visited venues in an area will then be categorised to examine the people’s habits and to decide whether the opening of a healthy drink store is timely and suitable in the area.