

Business Location Recommender System

IBM Applied Data Science Capstone Project

DATA :

This project aims to develop a recommender system that assists in identifying the most suitable location for opening a coffee shop. To accomplish this, a comprehensive dataset is essential for analyzing and visualizing the data, ultimately providing a well-informed solution to the problem.

Data Collection:

To open a coffee shop, the following data points are crucial:

1. **Geographical coordinates of the area:** Accurate latitude and longitude coordinates are necessary to precisely pinpoint the location of interest.
2. **Neighborhood population:** Data on the population of each neighborhood is gathered to understand the potential customer base and market size.
3. **Demographic information:** Information regarding the type of people residing in each neighborhood is collected. This includes factors such as age groups, occupation types (students, employees), and other relevant demographic characteristics.
4. **Average income of nearby residents:** Income data for residents in the vicinity of each neighborhood is obtained to determine the affordability of the target customers and establish appropriate pricing strategies.
5. **Preference of people towards the type of food:** Gathering data on the preferences and tastes of individuals residing in different neighborhoods is crucial in determining the type of food that will resonate with the target audience.
6. **Other service details:** Information about additional services such as juice bars, transportation facilities, taxis, and other amenities is collected. These details can play a significant role in enhancing business opportunities and attracting customers.

The popularity of an area directly impacts the potential success of a coffee shop, making it important to identify popular and well-known areas within the city. The type of people in a neighborhood, whether they are students or employees, helps in deciding the food offerings to cater to their preferences. Average income levels guide decisions regarding pricing and affordability. Considering the preferences of

the people ensures that the coffee shop meets their expectations. Additional services, such as offering juice options, can further increase business opportunities.

Therefore, to arrive at optimal solutions, a substantial amount of data is required. This data collection process enables comprehensive analysis, visualization, and modeling to provide valuable insights for coffee shop managers and potential business owners.