



BEST PLACES TO OPEN YOGA STUDIO IN SAN FRANCISCO

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BUSINESS PROBLEM

Find places matching criteria:

- At least 500m away from any existing Yoga Studio
- Inside given area (in form of GeoJSON)
- Near venues, which is popular after yoga



DATA SOURCES

- Open Foursquare API
 - Searching venues of given category
 - NextVenues – insights of popular next venues
- Nominatim – getting addresses from given coordinates



METODOLOGY

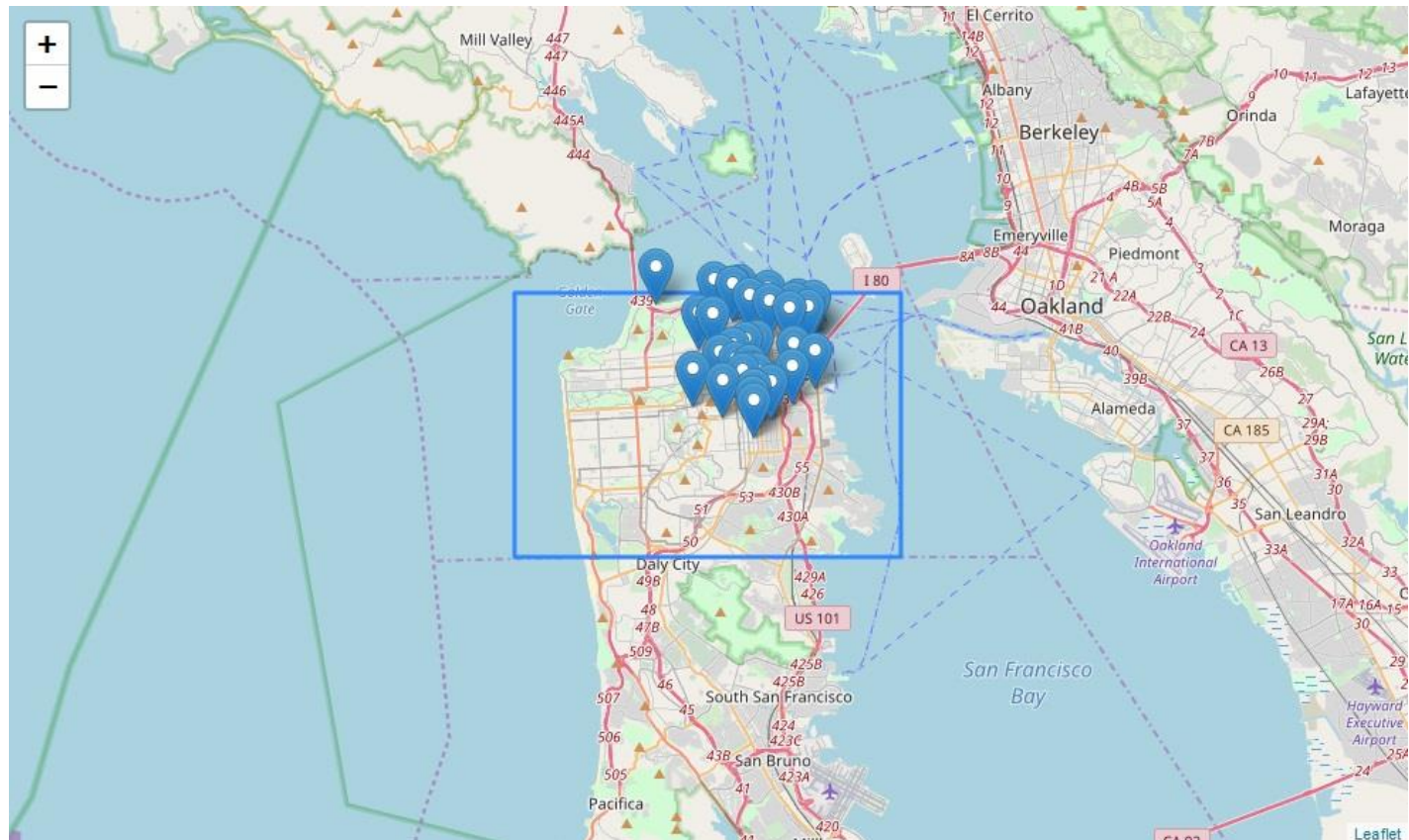
Action plan:

- Get list of existing Yoga Studios in SF
- Collect popular next venues
- Determine TOP-3 most popular categories among next venues
- Score grid of points inside given area
- Clusterize most prominent points
- Subscribe result



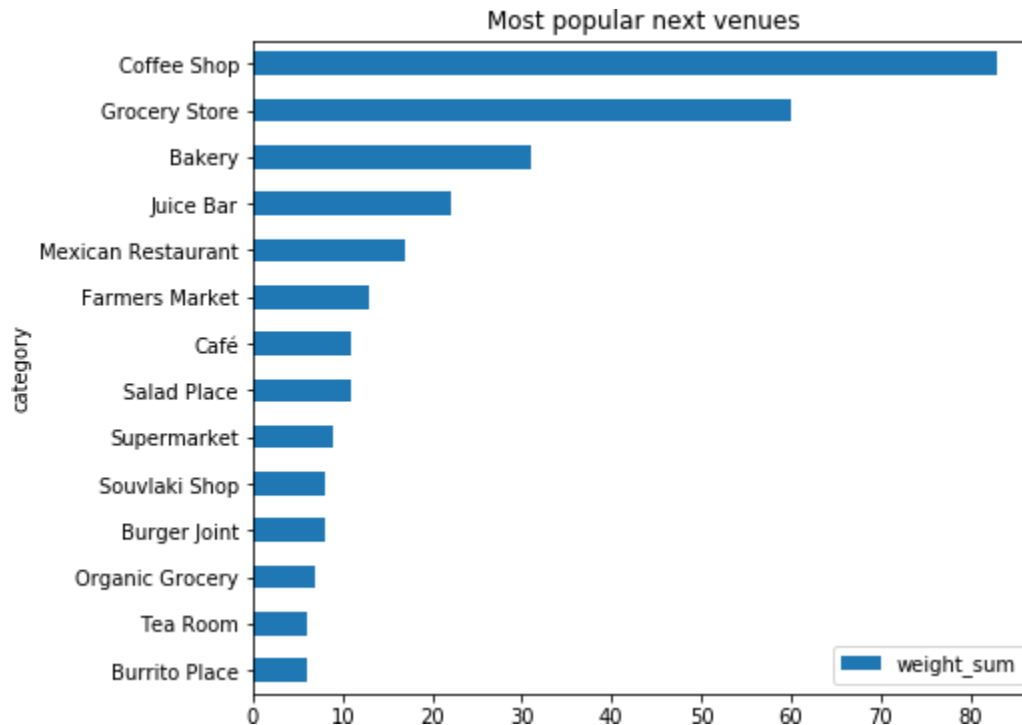
YOGA STUDIOS IN SF

- There is 33 Yoga Studios in San Francisco



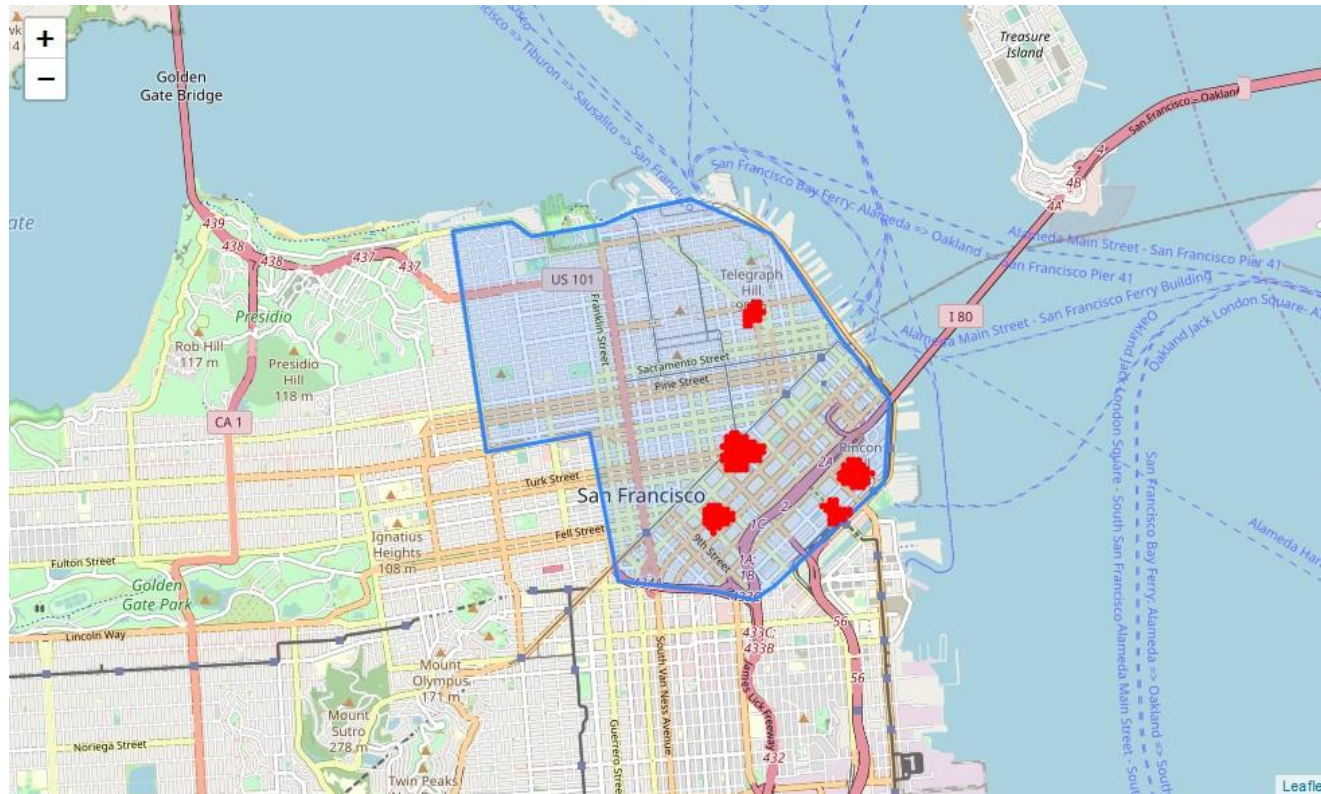
POPULAR NEXT VENUES

Most popular categories are: Coffee Shops, Grocery Stores and Bakeries



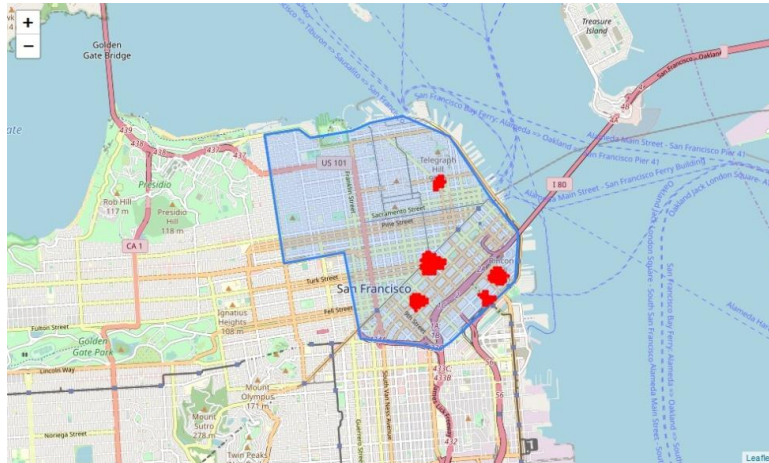
PROMINENT POINTS

- 175 most prominent points in area

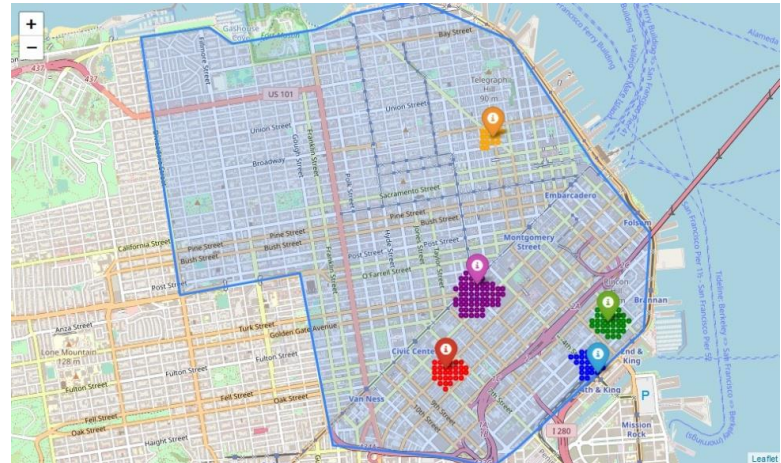


CUSTERIZATION

Before DBSCAN



After DBSCAN



RESULT: TOP-5 MOST PROMINENT POINTS

1. Westfield San Francisco Centre, 845, Market Street, Union Square
2. The Beacon, 260, King Street, South Beach
3. Cellarmaker Brewing Co., 1150, Howard Street, West SoMa
4. Lifemark Group, Columbus Avenue, Chinatown
5. Dropbox, 333, Brannan Street, West SoMa



Thanks for watching!

