

Sweet Bakery in Quito Ecuador

Better business opportunity based
on Location & Competition

Quito – Ecuador Overview

- ◉ Ecuador is a country in northwestern South America, border by Colombia o, Peru and the Pacific Ocean.
- ◉ Quito is the capital of Ecuador, the country's most populated city with around 1'874,000,000 population.
- ◉ For entrepreneurs looking to invest in business like specialty bakeries, cafes and bake shops would be a great opportunity considering the locals and tourist visitors.



Business Problem



- ◉ What will be the best location to open a Sweet Bakery (Sweet pastries) business.
- ◉ We will be focusing our audience to crowded and busy locations as they are the “new” downtown and the Old Town.

Data

- ◉ I will be using the Foursquare API to explore the nearby venues for both neighborhoods to find the most accurate place to open the Shop. I looked for venues up to **2km** range from the latitude and longitude of neighborhoods
- ◉ From the foursquare API, I will be retrieving the following for each nearby venue:
 - > Name
 - > Category
 - > Latitude
 - > Longitude



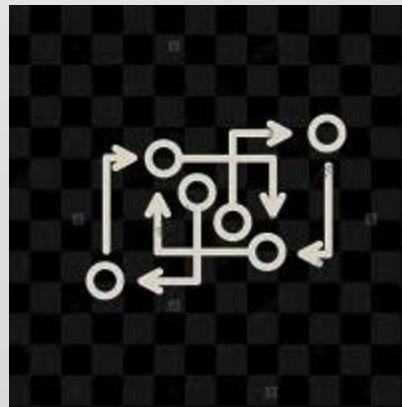
Methodology

- I. Use Python Library Nominatim, including the city location as a parameter.
- II. Use Python Folium Library to visualize geographic details of Quito Downtown and Quito Old Town.
- III. Use latitudes and longitudes to get the visuals of venues for each location.
- IV. Create a foursquare developer account to have a personal API key.
- V. Use Foursquare API to explore the venues for each location.

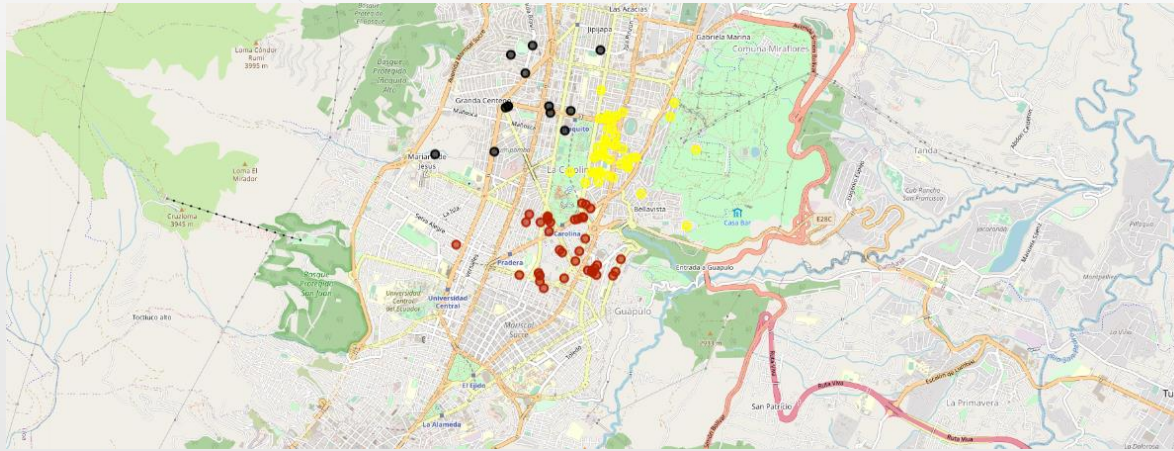


Methodology

- VI. Use Matplotlib to plot the different venues for each location.
- VII. Filter by unique categories in the two locations.
- VIII. Created clusters per each location to visually see the venues density.
- IX. Count the number of venues per location.
- X. Determine which location brings the best business opportunity.

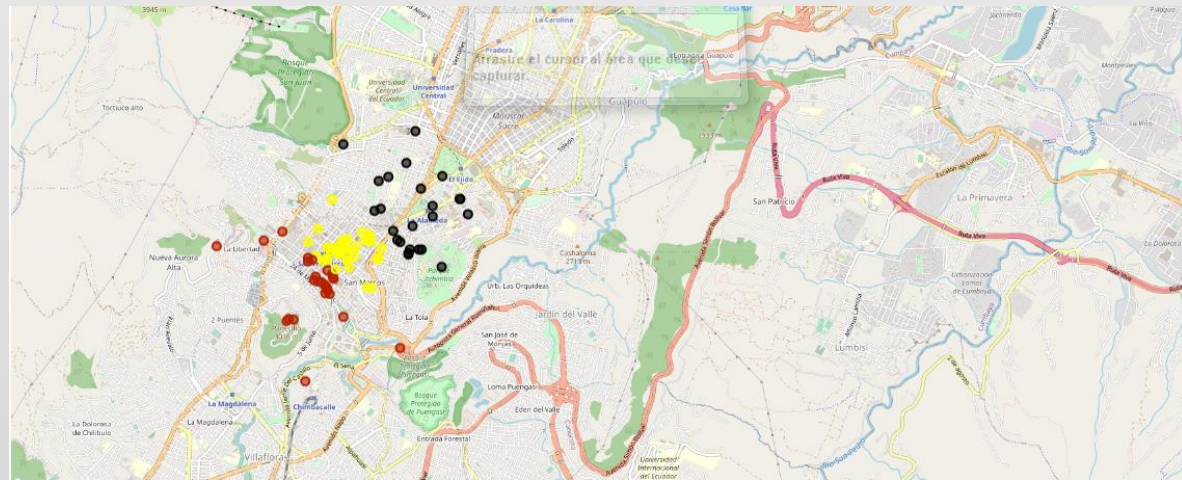


Results

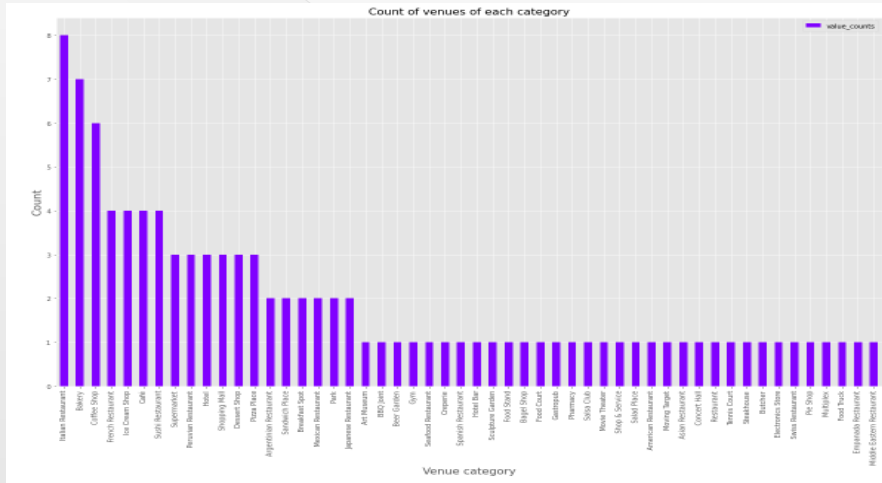


Quito Down Town

Quito Old Town

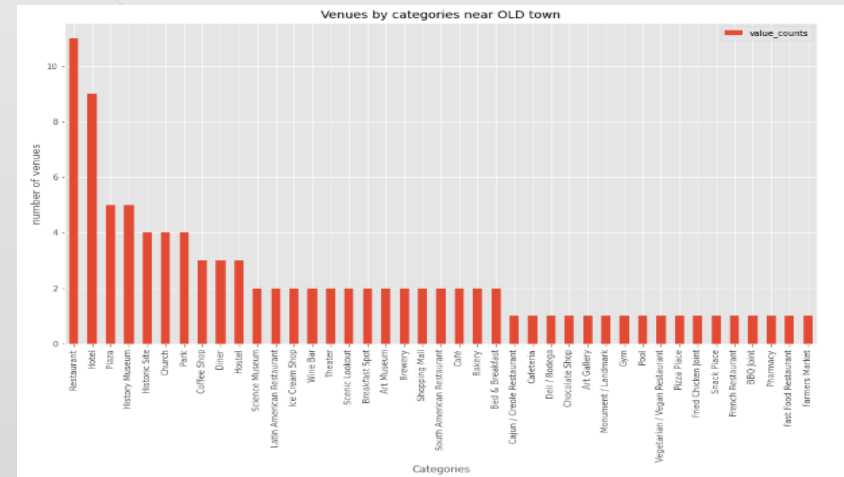


Results



Quito Old Town

Quito Down Town



Results

Out[31]:

value_counts	
Bakery	7
Coffee Shop	6
Café	4
Dessert Shop	3
Pie Shop	1
Bakery	7
Coffee Shop	6
Café	4
Dessert Shop	3
Pie Shop	1

Quito Down Town = **42** Sweet Bakeries

Quito Old Town = **7** Sweet Bakeries

Out[49]:

value_counts	
Coffee Shop	3
Bakery	2
Café	2

Conclusion

- ◉ Based on the analysis of the number of "Sweet Bakeries" in Quito Downtown and Quito Old Town, we noticed that there are 42 in Downtown and only 7 in Old Town.
- ◉ Because Quito is considered as a very touristic city and considering that the Old Town is the place to go for tourist and local people we recommend that the best place to open a Sweet Bakery is Old Town.
- ◉ However although the competition is fewer in Old Town there are a lot of business and offices in Downtown and lots of people searching for a nice place to go for Coffee and Sweet pastries.
- ◉ Ultimately and based on the previous analysis of competition based on location **we recommend to open the Sweet Bakery in Quito Old town.**

Ressources

- ◉ <https://en.wikipedia.org/wiki/Quito>
- ◉ <https://github.com/JessiFM/Capstone-Project-JFM/blob/master/Final%20Project%20-%20%20Applied%20Data%20Science%20Capstone%20.ipynb>



JESSICA FOURNEY M.

NOV – 2020

IBM DATA SCIENCE CERTIFICATE
COURSERA