

Bubble tea shop and venue data analysis in Taipei City

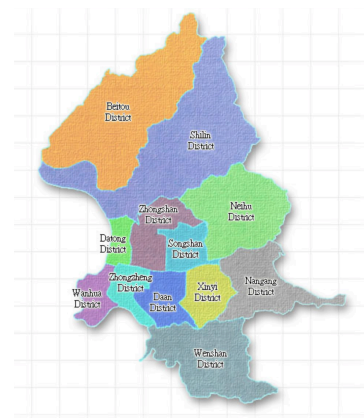
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A. Introduction

- Business problem :

I live in Taipei City, which is the capital of Taiwan. In Taipei, there are 12 districts and the total area is around 270 km², which is also a home to an estimated population of 2.6 million. Taipei is a modern, energetic city and full of different cultures, so I choose Taipei as my topic of city to understand more detailed through this project.



- Bubble tea is a very popular drink in Taiwan. This project will recommend which district in Taipei is a smart choice for opening and managing a bubble tea shop. I would offer an analysis of density of bubble tea shops in each district and show the similarity between these districts using Foursquare venue data to conduct a cluster analysis.



B. Data description

Below are the data I used in this analysis :

- Taipei City Government website (<https://english.gov.taipei>) to obtain the name of districts.
- Use python library goopy.geocoders to get coordinates of the center of the 12 districts.
- Use Foursquare explore API to get the venue list for the 12 districts.

- Use Foursquare search API to get the information of the bubble tea shops in Taipei City.