

Coursera Capstone Project

IBM Applied Data Science Capstone

Opening a new coffee place in Seattle, Washington

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Introduction

Seattle is regarded as a world center for coffee roasting and coffee supply chain management. Related to this, many of the city's inhabitants are coffee enthusiasts; the city is known for its prominent coffee culture and numerous coffeehouses. People in Seattle consume more coffee than in any other American city; one study stated that there are 35 coffee shops per 100,000 residents and that Seattle people spend an average of \$36 a month on coffee. It is nearly impossible to walk past a single block in a commercial area in Seattle without walking past at least one coffee shop. Coffee drinkers can get coffee at a local sidewalk stand, parking lot, tiny coffee houses, big coffee houses, drive-through, and even delivery. Seattle is home to first Starbucks coffee shop along with several coffee roasters like Starbucks roaster, Tully's coffee, Espresso Vivace and others.

The aim is to open a new coffee shop in Seattle and for that, collect and analyze data on coffee places in various neighborhoods in Seattle. With such a competitive market, it is important to conduct a research, collect facts and then, choose a neighborhood to open a new coffee shop.

Business Problem

The objective is to analyze and select the best neighborhood to open a new coffee shop in Seattle. Using data science methodologies and machine learning techniques like clustering and segmentation, find out facts about coffee places in different neighborhoods. The question is- If you've to open a new coffee shop in Seattle, where would you recommend opening it?