

CITING A NEW RESTAURANT

Coursera IBM Data Science Professional Certificate

Capstone Project



WKI – THE PROBLEM AND BACKGROUND

- London has a very busy commercial properties market and finding applicable restaurant locations can be difficult. Commercial properties move very quickly and renting them can be quite difficult. Therefore, it is necessary to research available listings on an up-to-date site.
- As part of the business specifications, the restaurant location must be sited within 500m of a major transport hub. This will increase foot fall and ensure that the restaurant maintains a healthy number of clients.
- However, the business must not be located in an area too densely populated with established restaurants. Being located near a high volume of densely populated competitors will decrease the businesses chances of getting a foothold on the market.

WKI- DESCRIBING THE DATA

- A description of the data and how it will be used to solve the problem
- Firstly, rightmove.com will be used to source 5 applicable locations that are close to major transport hubs. Latitude, Longitude, title and links will be collected and be imported via CSV.
- Foursquare API will be used to obtain data to test suitability for the different sites chosen from Rightmove.
- The lat-long data from the chosen locations will be used to define the location search parameter, the search will be conducted using a 500m radius using the search query 'restaurant' to narrow down the results.
- The foursquare output will include lat-long data for all the results and therefore to visualize the findings the Folium library will be used.

