

Capstone Project – Week 5

In this week, you will continue working on your capstone project. Please remember by the end of this week, you will need to submit the following:

1. A full report consisting of all of the following components (**15 marks**):
 - Introduction where you discuss the business problem and who would be interested in this project.
 - Data where you describe the data that will be used to solve the problem and the source of the data.
 - Methodology section which represents the main component of the report where you discuss and describe any exploratory data analysis that you did, any inferential statistical testing that you performed, if any, and what machine learnings were used and why.
 - Results section where you discuss the results.
 - Discussion section where you discuss any observations you noted and any recommendations you can make based on the results.
 - Conclusion section where you conclude the report.
2. A link to your Notebook on your Github repository pushed showing your code. (**15 marks**)

Introduction

We are a consulting company helping the small or medium enterprise to introduce the French and Monegasque market. We are doing Market studies to help our client to better understand the market there are preparing to enter into. Today a client that is already owning a Spa in Paris would like to introduce the Monegasque Market and Asked for our help to do so. They need to know the number of Spa already Established in Monaco and in which location exactly there are placed.

Data

We will use the Data from Monaco coming from the Foursquare API to locate the different spa in the city.

Methodology

We are going to extract the Data Venues in Monaco from the Foursquare API. Once it is done we will organize those venues by category in order to get the name and the number of the Spa venue category.

We will then cluster the frame that we have by taking in account those venue to get an idea of how is organize the city. A map will be created to get a full sight of the situation.

Results

The foursquare API results show that 4 Spas are located in the Monaco area. Among them, the majority is located around the Square Beaumarchais. Right behind the commercial area but except the commercial area there is no other stores near the Spas. Between the Saint Devote and the Monte Carlo borough.

Discussion

As client looking for Spas are looking for peace our recommendation should be located in the same area of the other spa. Or find an area closer to another one with a lot of other stores but in that is still quiet. (refer the map).

Conclusion

There are several opportunities for our client to enter the Monegasque market as there is not a lot of Spa located in Monaco. The secret is to find a quiet place located to another neighbor with several stores that will attract prospects.