

New Cafe place in Casablanca

The city of Casablanca

Casablanca is the largest city of Morocco !



**Our goal is finding the
ideal location for opening
our New coffee place !**

Steps we will follow to achieve our Goal:

- ❑ Getting and cleaning the data.
- ❑ Doing some exploratory analysis.
- ❑ Creating maps that will help visualize and choose the ideal location !

After getting and cleaning data we end up with these tables :

	Neighborhood	Latitude	Longitude
0	Ain Diab,Casablanca	33.592288	-7.676419
1	Aïn Sebaâ,Casa	33.608591	-7.524144
2	Anfa,Casa	33.592632	-7.672177
3	Belvedere (Casablanca),Casa	33.591293	-7.590353
4	Bourgogne (Casablanca),Casa	33.597893	-7.638162
5	Derb Ghallef,Casa	33.570614	-7.630057
6	Derb Sultan,Casa	33.572170	-7.595850
7	Hay El Hana,Casa	33.577079	-7.666133
8	Hay El Hassani,Casa	33.567046	-7.678489
9	Hay Salama,Casablanca	33.560505	-7.558101

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Ain Diab,Casablanca	33.592288	-7.676419	Basmane Restaurant	33.591577	-7.677553	Moroccan Restaurant
1	Ain Diab,Casablanca	33.592288	-7.676419	Le Boudoir	33.593305	-7.677625	Lounge
2	Ain Diab,Casablanca	33.592288	-7.676419	Sinatra	33.595661	-7.677022	Italian Restaurant
3	Ain Diab,Casablanca	33.592288	-7.676419	Sun Beach - CCC	33.595406	-7.678437	Pool
4	Ain Diab,Casablanca	33.592288	-7.676419	Azur Hotel Casablanca	33.595360	-7.676824	Hotel
5	Ain Diab,Casablanca	33.592288	-7.676419	Hotel Val D'Anfa	33.591664	-7.678328	Hotel
6	Ain Diab,Casablanca	33.592288	-7.676419	Hotel Club Val d'Anfa	33.591684	-7.678351	Hotel
7	Ain Diab,Casablanca	33.592288	-7.676419	Amstrong Legend	33.595402	-7.677080	Jazz Club
8	Ain Diab,Casablanca	33.592288	-7.676419	Le Squat	33.593145	-7.677817	Nightclub

After the preprocessing, let's get to basic insights from our data:

Counting how many venues we have per neighborhood !

	Neighborhood	Venue
0	Ain Diab,Casablanca	42
1	Al Fida casablanca	6
2	Anfa,Casa	20
3	Ain Sebaâ,Casa	4
4	Belvedere (Casablanca),Casa	5
5	Bourgogne (Casablanca),Casa	6
6	Derb Ghallef,Casa	5
7	Derb Sultan,Casa	3
8	Habbous,Casa	8
9	Hay El Hana,Casa	6
10	Hay El Hassani,Casa	5
11	Hay Salama,Casablanca	4
12	Inara (Casablanca),Casa	5
13	LOasis,Casa	4
14	La Colline (Casablanca),Casa	19
15	Lamkansa,Casa	1
16	Maârif,Casablanca	7

17	Oulfa,Casa	5
18	Racine (Casablanca),Casa	43
19	Roches Noires,Casa	13
20	Salmia 2 (Casablanca),Casa	2
21	Sbata,Casa	1
22	Sidi Belyout casablanca	28
23	Sidi Bernoussi casablanca	3
24	Sidi Maârouf,Casablanca	13
25	Sidi Othmane casablanca	4
26	ain chock casablanca	7
27	ben msik casablanca	4
28	hay mohammadi casablanca	3
29	mechouar casablanca	7
30	sidi mounen casablanca	2

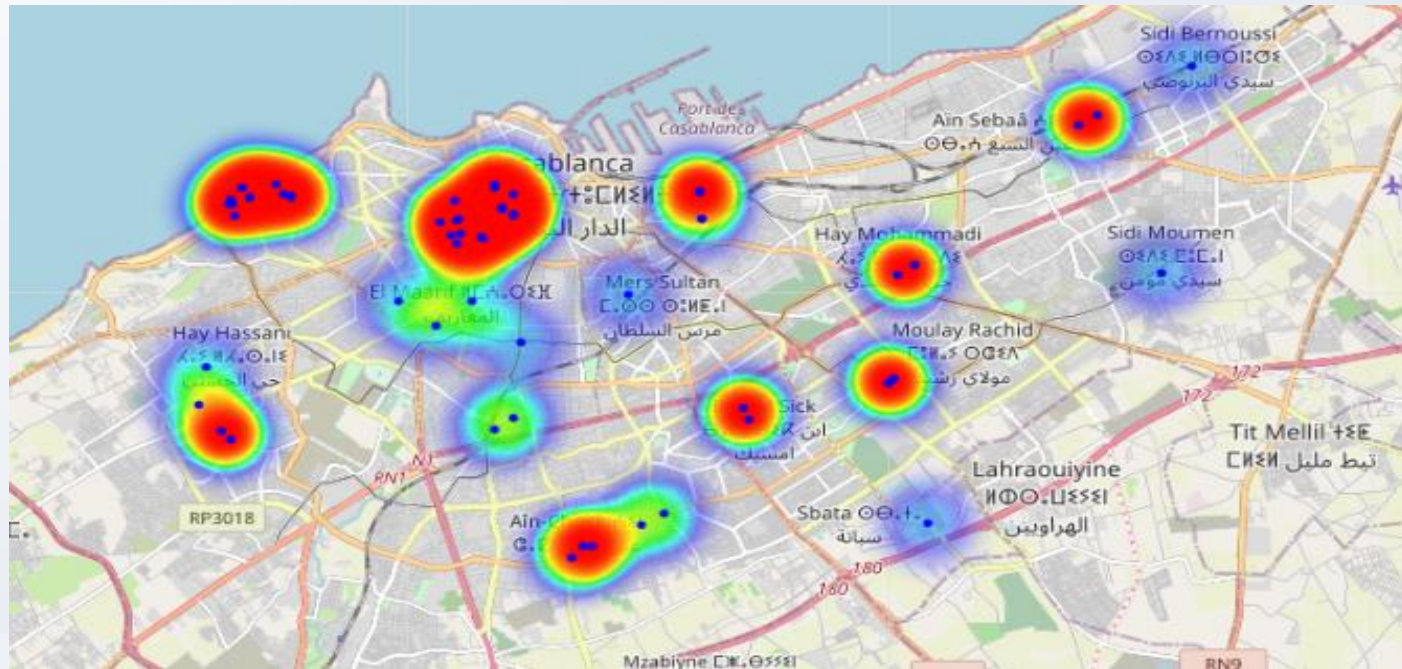
Let's check the top common venue categories !

Café	52
Hotel	19
Fast Food Restaurant	16
Italian Restaurant	15
Coffee Shop	10
Pizza Place	8
Diner	8
Lounge	6
Restaurant	6
Bakery	6
Shopping Mall	5
Sandwich Place	5
Nightclub	5
Pub	5
Moroccan Restaurant	5
French Restaurant	5
Sushi Restaurant	5
Middle Eastern Restaurant	4
Tram Station	4
Pool Hall	3

Let us inspect our first map of Casablanca with the venues on it :

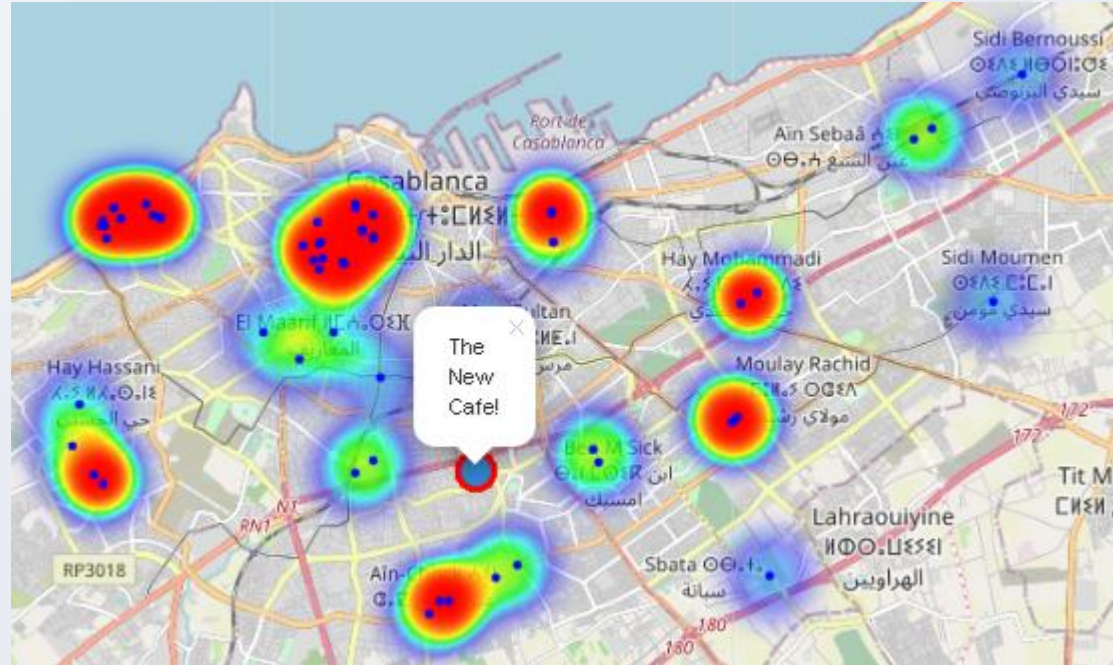


Using a heat map for a better visualization of the venues and their areas of influence !



Choosing the ideal location !

Ain-Chok, Boulevard Panoramique is one of the possible Locations in Casablanca to open a new Coffe place because it's far away from the heated areas ,somehow in the middle of the city ,and at the same time it is close to the main highway !





THANKS!