New Cafe place in Casablanca

Introduction:

In the city of Casablanca, if an entrepreneur is looking to open new big cafe place, the question is, where would you recommend that they open it? The background of the problem is that in order for a café to be profitable, there must be enough customers, and in order to have enough customers, it is not worth setting up a café in the immediate proximity of existing ones, as well the location must ideal to access, it should be near the middle of the city and close to the main highway.

Let's also make sure that audience is explicitly defined to be the local restaurant entrepreneurs in Casa and they should care about this problem because the location of the new cafe has a significant impact on the expected returns.

Data and how we'll use it:

We will scrape the names of the neighborhoods of Casablanca from the following Wikipedia page: https://en.wikipedia.org/wiki/Category:Neighbourhoods_of_Casablanca .

Then we will get the location data of each neighborhood using the foursquare API, it would look like this:

Out[12]:

	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

We'll use the API once again to get the venues of each neighborhood; we end up with the following data frame:

NearbyVenues

	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

We'll use this data frame to draw maps that will help us choose an ideal place to open our new coffee place, based on the locations of other coffees and their areas of influence.

Using maps is ideal for this problem because we're going to be able to visualize the other coffer places , their influence area , and helps us choose an ideal place in the middle of the city that is close to the main route ,because we want our new coffee place to be easy to get to.