

The Battle of Neighborhoods: Hamburg for a Coffee Place

This project is part of the final assignment of the IBM certificat for Data Science.

It is split in the following parts:

1. Business Understanding
2. Data Understanding
3. Methodology
4. Analysis
5. Results
6. Discussion and recommendation
7. Conclusion

In the first part we only deal with the **business background** to understand the underlying question and the need to do this analysis. Furthermore, this part gives a brief **overview of the used data**.

1. Business Understanding

Target

Entering the German market successfully with the PersonalCoffeeLovers Cafe.

Background

Germany is known as a core market in Europe and it is vital for the European success for our cafe brand. A preliminary analysis already found Hamburg as a suitable start. Hamburg offers a vivid coffee culture rooted back to the trade of the Hansa. Hamburg the second biggest city in Germany and is considered very livable. The people in Hamburg are known for appreciating quality. With our brand we offer the best and highest quality to a reasonable price. Hamburg is considered wealthy.

Target Audience

To solve this problem a Data Science team has to be formed. The team is expected to report to the companies management and to the shareholders to make a well informed and smart decision. The management expects rational problemsolving for this project because its crucial for entering the German market.

Success Criteria

The project is successful if a rational recommendation of a quarter of Hamburg is given. It should be considered to look for quarters with an already existing cafe culture and furthermore it should be affordable to start a business there (low price per m²) but reach a big customership (high demand).