

## Capstone Project – Coffee Shop

### **Business Problem**

Fort Worth Texas is a growing city that has become an attractive location for major corporations. With the influx of business comes an influx of workers to the city. With coffee being one of the most popular morning drinks in the US, this increased number of morning commuters in Fort Worth has created a demand for more coffee shops. To address this demand an entrepreneur or coffee chain would need to find the ideal location to open a new business. But, how do you do that?

### **Data Section**

In order to solve this business problem, I will utilize data from FourSquare. Specifically:

1. Query the Venues categories with Fort Worth to find all the Coffee Shops listed
2. Cluster the coffee shops by zip code
3. Map the clusters to visualize the spread of coffee shops in the city
4. Provide a count by zip code of current coffee shops

This will allow a potential coffee shop entrepreneur or coffee shop chain a list of potential locations within Fort Worth to open a new coffee shop that may be underserved and are not already saturated. Thus, improving the likelihood of success.