

Coursera Capstone

IBM Applied Data Science Capstone

Opening a New Coffee shop around Universities in Beijing

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Introduction and Business Problem

Although Coffee is not that main beverage in China, but for modern society, Coffee shops is still an important kind of fast-retailing in big city. My undergraduate studying was in China University of Mining and Technology, Beijing. Most of Coffee shops here are Starbucks, Costa, and they are too expensive for our students. So this project is assuming that I am going to invest a Coffee shop or Chain brand Coffee for students in this area.

The objective of this capstone project is to analyse and select the best locations in the city of Beijing near Universities to open a new coffee shop. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In Beijing and region near Universities, if I am looking to open a new coffee, where is the best place?

Data

To solve the problem, we will need the following data:

- **List of Universities in Beijing.**

This defines the scope of this project which is confined to the city of Beijing, the capital of P.R.China.

- **Latitude and longitude coordinates of those Universities.**

This is required in order to plot the map and also to get the venue data.

- **Venue data, particularly data related to Coffee shops.**

We will use this data to perform clustering on the neighbourhoods.