Coffee Shop Project: Austin

Capstone Project - The Battle of Neighborhoods (Week 2)

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Introduction:

Location is one of the most important aspects when establishing a coffee shop business. The sales, loss, and revenue of a café will depend where the coffee shop is located. The purpose of this project is to find the best location for a coffee shop in the city of Austin, Texas. Using methods of data analysis, visualization, and Python modules, we will discover the best location to open a brand-new café.

Data:

The data required for this project will come from multiple sources. The latitude and longitude lines for the city of Austin, Texas will be obtained through "geocoder". Other data points will be provided by the Foursquare API and other Python modules such as Folium.
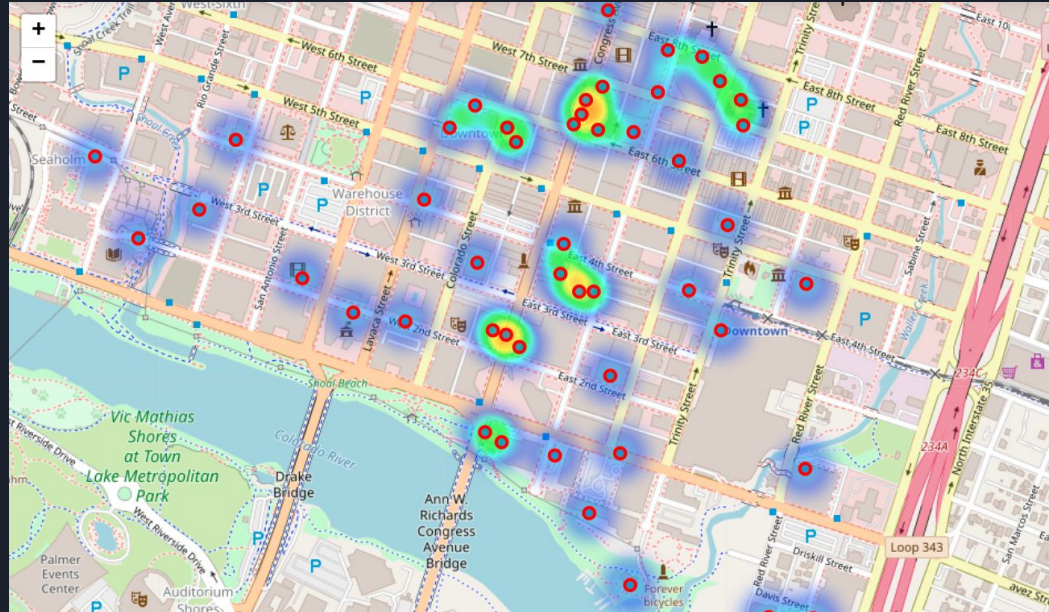
Methodology (Part 1):

- Loading the Modules (Pandas, Numpy, Folium, etc.)
- Inputting Foursquare Credentials
- Obtaining the Master Data for the coffee shops in the city of Austin, Texas

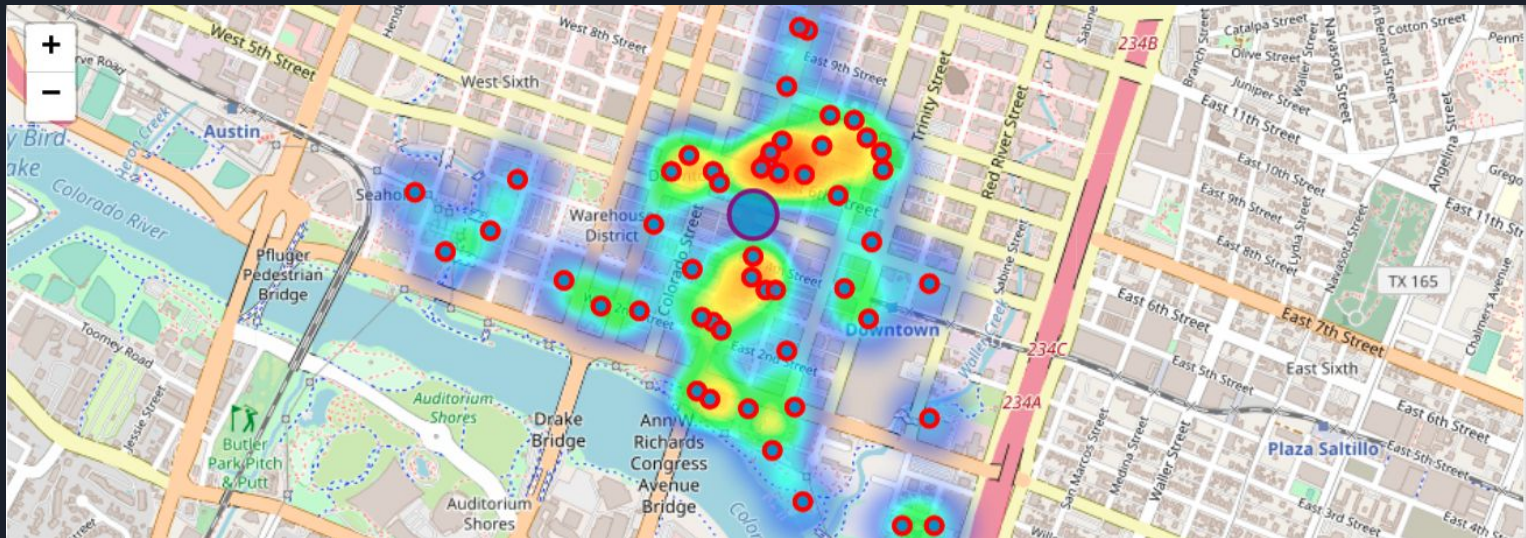|	uid	name	shortname	address	postalcode	lat	lng
0	50981188e4b0f94e062c8664	Houndstooth Coffee	Coffee Shop		78701	30.266194	-97.743025
1	4d21da6dd7b0b1f7c980209f	Royal Blue Grocery	Grocery Store		78701	30.268378	-97.742678
2	56170c17498ecd6b0a1e7930	Voodoo Doughnut	Donuts		78701	30.267602	-97.740785
3	423a1a00f964a5202f201fe3	Halcyon Coffee, Bar & Lounge	Coffee Shop		78701	30.266935	-97.745717
4	575825ea498e6d816e1142cb	Caffé Medici	Coffee Shop		78701	30.270119	-97.742154

Methodology (Part 2):

- Plotting all the coffee shops in the city of Austin, Texas

Result:

The Clustered Map, which shows the best location to start a coffee shop

Conclusion:

Because of this project, we are able to find the optimal location for starting a café. Because of the many nearby attractions, a close by highway, and also located near downtown Austin, Texas, this spot would indeed be an ideal location for starting a coffee shop.