COURSERA CAPSTONE
IBM DATA SCIENCE
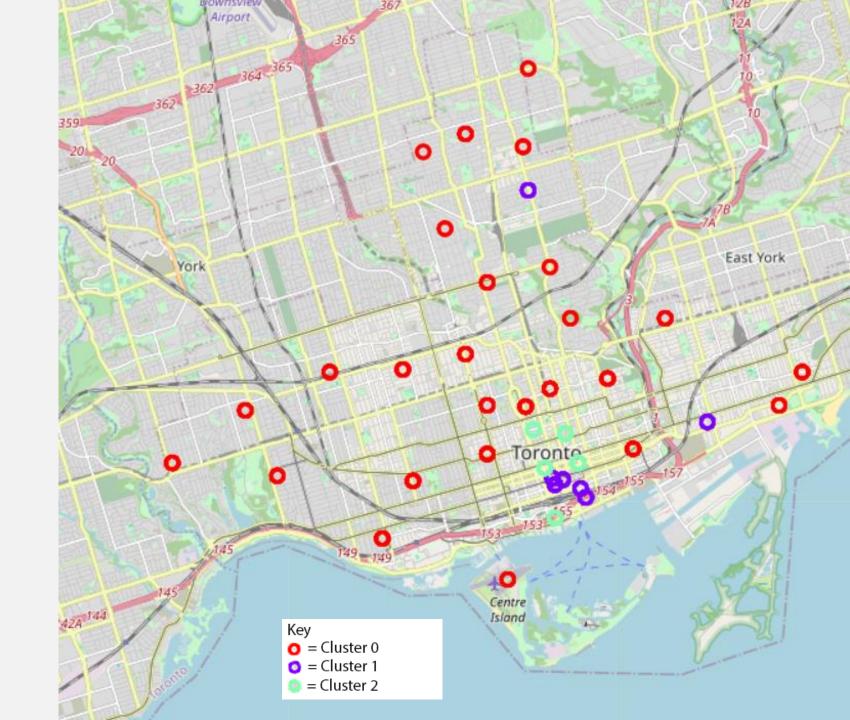
Finding the Optimal Location for a Fish Market

PROBLEM

- Growing global rise in seafood consumption

- The objective is to find a good location to open a fish market in the Toronto area

METHODOLGY

- Scrape Wikipedia data with Beautiful Soup

- Get coordinate structure from a data file provided by IBM

- Use Foursquare to get venue data

- Combine to one data frame

- Use clustering and Folium to create a map that shows points of interest

RESULTS

- Cluster 0: Contains no seafood restaurants
- Cluster 1: Contains many seafood restaurants
- Cluster 2: Contains some seafood restaurants

Key
- = Cluster 0
- = Cluster 1
- = Cluster 2

DISCUSSION

- Central downtown Toronto has the most seafood restaurants

- Davisville Village and Studio District also have many seafood restaurants

- Cluster 0 shows place that have no seafood restaurants

CONCLUSION

- Central downtown Toronto is the most suitable place to establish a new fish market if the costs down outweigh the profits.

- If the costs are too high, Davisville Village and Studio District act as secondary options