

Introduction

Business Problem

Bruce, my client, is going to open a coffee shop in Hong Kong as he thinks that coffee shop would be a profitable business. However, Bruce is a foreigner and know little about HK locations.

So, he has no idea which district is an ideal place to start his business but he thinks that population density, top venues in a district (whether there are too many coffee shops in a district) and rent price are the 3 important factors to be considered.

Data section

I will gather 3 area of data:

- a) Population density for each district: from wiki
- b) Top venues: From Foursquare
- c) Median Rent price: From property seller website.

Also, as Bruce dislike to start his business in some districts, and I will clean the data:

- a) Islands
- b) Tai Po
- c) Southern

Finally, I will give weights to each factors of a district and got the final scores to find out the ideal place to start Bruce's business.