

Coursera IBM Data Science Capstone Project

Opening New Cafe in Jakarta, Indonesia

Introduction :

Nowadays, a coffee shop is not only a place to drink coffee but also a place to hang out, work or even hold meetings. Being a forum is not only for adults but also for the millennial generation. Drinking coffee has become a trend that occurs in all circles of society in Indonesia, especially in Jakarta. Coffee is not only seen as a stress reliever, but has also become a hereditary culture. However, the culture of drinking coffee has been around for a long time and is not something that has just emerged in Indonesia recently. It is also a part of everyday life that attracts many entrepreneurs to open their own coffee shop businesses, because the prospects are good. However, before opening a new business, it is necessary to know the strategic place where you want to open the business.

Business Problem :

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a new Cafe in Jakarta, Indonesia. By using data science methods and machine learning techniques such as clustering, this project aims to provide solutions to answer the business question: In the city of Jakarta, if an entrepreneur wants to open a Cafe, where should they consider opening it?

Target Audience :

The entrepreneur who wants to find the location to open new Cafe.