

Applied Data Science Capstone

IBM Data Science Professional Certificate

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Introduction :

Pune has been an Educational center for India as well as Maharashtra for over decades and also the introduction of IT sector in the city has populated a huge amount of Engineers and Students in the city , these specific population has a lot technical buff on their plate , also that involves long hours of sleeplessness and focusing .

Coffee Shops/Café serving coffee is the only thing that keeps the student working on assignments for long hours and IT professionals committing to near deadlines .

Although the city is blessed with such dense population but the Coffee Shops aren't well distributed. Some neighborhoods are loaded with Cafés but others don't even have a single Coffee shop around.

Therefore through this project we try to segment the neighborhoods of Pune according to the availability of coffee shops and help the Coffee Shops/ Café franchise willing to open an outlet in Pune by availing the areas with less Competition and more customer turn over.

Business Problem :

The main objective of this project is to help the investors and Coffee Shop franchises by segmenting the area of Pune and providing them the list of areas where there is lack of Coffee Shop/Café so as to defend them from high Competition and also helping them achieve great turnout of customers. **If a Coffee shop/Café franchise is interested to open an outlet in Pune what are the areas they should be targeting..??**

Target Audience :

- Coffee Shop / Café franchise interested for an outlet in Pune.
- Coffee lovers who like to spend time working at Café.(**Secondary Audience**)

Data :

- **List of Neighborhoods in Pune** .This basically sets a scope of our project .
- **Area Markers i.e Longitudes and Latitude** of the Scope and also the neighborhoods targeted for analysis.
- **Venue data** , for calculation of customer occurrences and availability of specific venue in an area.

Sources for Data Availability:

- First and foremost Source for list of neighborhood in Pune can be made available through Wikipedia . A csv file is created containing the list which is further merged with area markers.
- The Coordinates of Neighborhood can be extracted from Python Geocoder Package.

- Venue data can be extracted from Foursquare.com site , which is prestigious site for venue details , ratings etc. A Developer account needs to be created so as to avail API calls.