

Capstone Project

The Battle of Neighborhoods (Weeks2)

According to use the resources of Foursquare, I manage to analyse Restaurants in Chicago for understanding the city and what type of coffee shop that open in Chicago. the purpose of this analysis is to know what type of coffee shop that should be opened and in what area

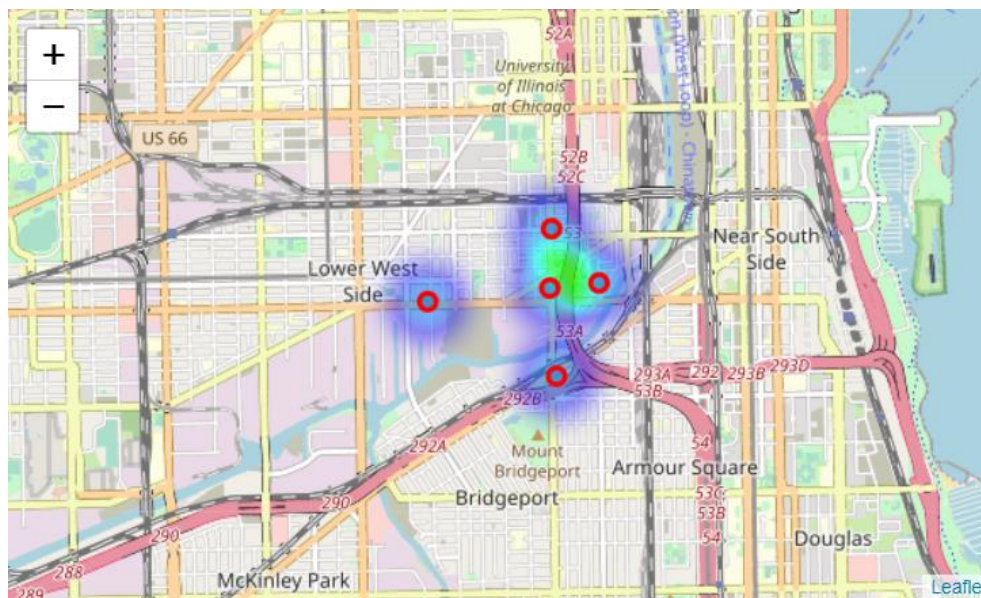


Step1: I use Foursquare API to retrieve Coffee Shop data and location data

There are only a few coffee shops in Chicago and there is no coffee-specialty store. I conclude that Normal Coffee is always service in general restaurant and people can get coffee whenever they want.

name	shortname	address	postalcode	lat	lng
Kristoffer's Café & Bakery	Bakery		60608	41.858123	-87.646558
Dunkin'	Donuts		60616	41.847063	-87.645974
Dunkin'	Donuts		60608	41.852648	-87.659048
La Malinche Coffee House	Coffee Shop		60608	41.853757	-87.646684
Fat Miilk	Coffee Shop		60616	41.854120	-87.641795

Step2: Locate All coffee shop on the map. So next step I will explore restaurant in Chicago

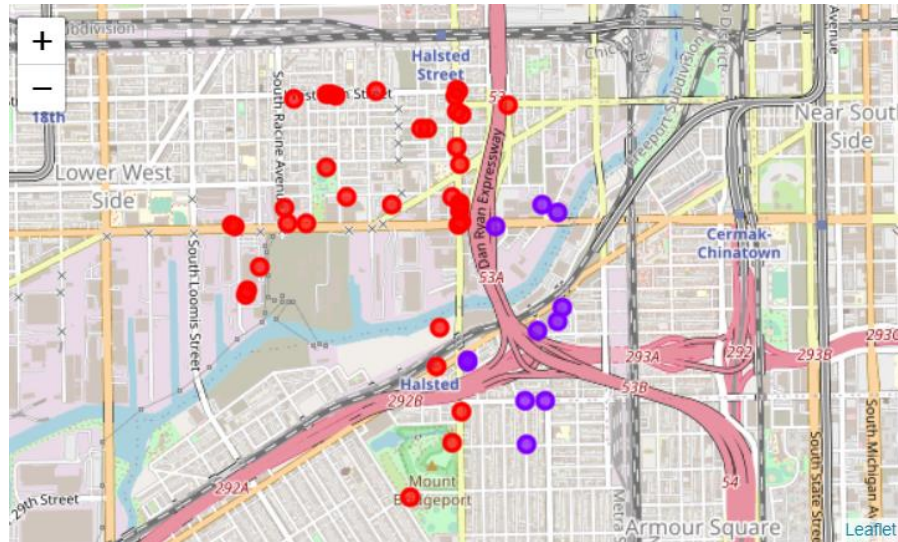


Step3: From Data I found that various style of restaurants spread in the city. Chicago include 4 Art Gallerys and 3 Parks that's should be the place for tourists. If I start the coffee-speacialty store near area of tourism area should be good and Tourists are our target customers

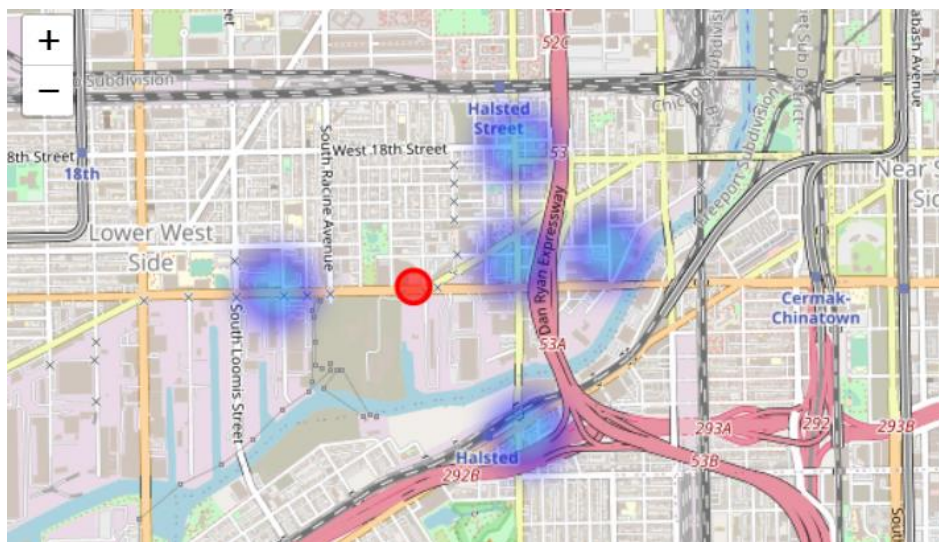


Step3: From Data that I group by zip code I found that 60608 Area(Red dot) is more likely to be place for tourists and less Restaurant same as the others coffee shop that locate in 60608 Area and 60616 Area (Purple dot) is more like place for resturant

	postalcode	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	60608	Art Gallery	Park	Soccer Field	Bookstore	Mexican
1	60616	Ice Cream	Pizza	Grocery Store	Music Store	Storage



Step4: I will pick location for new coffee-specialty shop where far from others but in area where target customers in



Conclusion

I will need a location where we can catch out customers from "hot" location we have picked up from the map and stay in a certain distance so as to lessen the compactivity of business. Red spot is the location for New Coffee shop which locate in popular coffee shop area and far enough for make a new coverage for target customers.