Capstone Project

The Battle of Neighborhoods (Weeks2)

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01

BUSINESS PROBLEM

02

EXECUTE AND ANALYSIS

03

CONCLUSION

Coffee shop in Chicago

❖ Chicago is a big city which is most of tourists' destination. Our Challenge is Finding the best location for Coffee Shop in Chicago. By doing this, we define our target customer is Coffee drinkers who are customers of former coffee shop intend to share Coffee's market share in this area

Execute and Analysis

◈ Step1: Using Location and Area information from Foursquare API

◈ Looking for All coffee shop in Chicago

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

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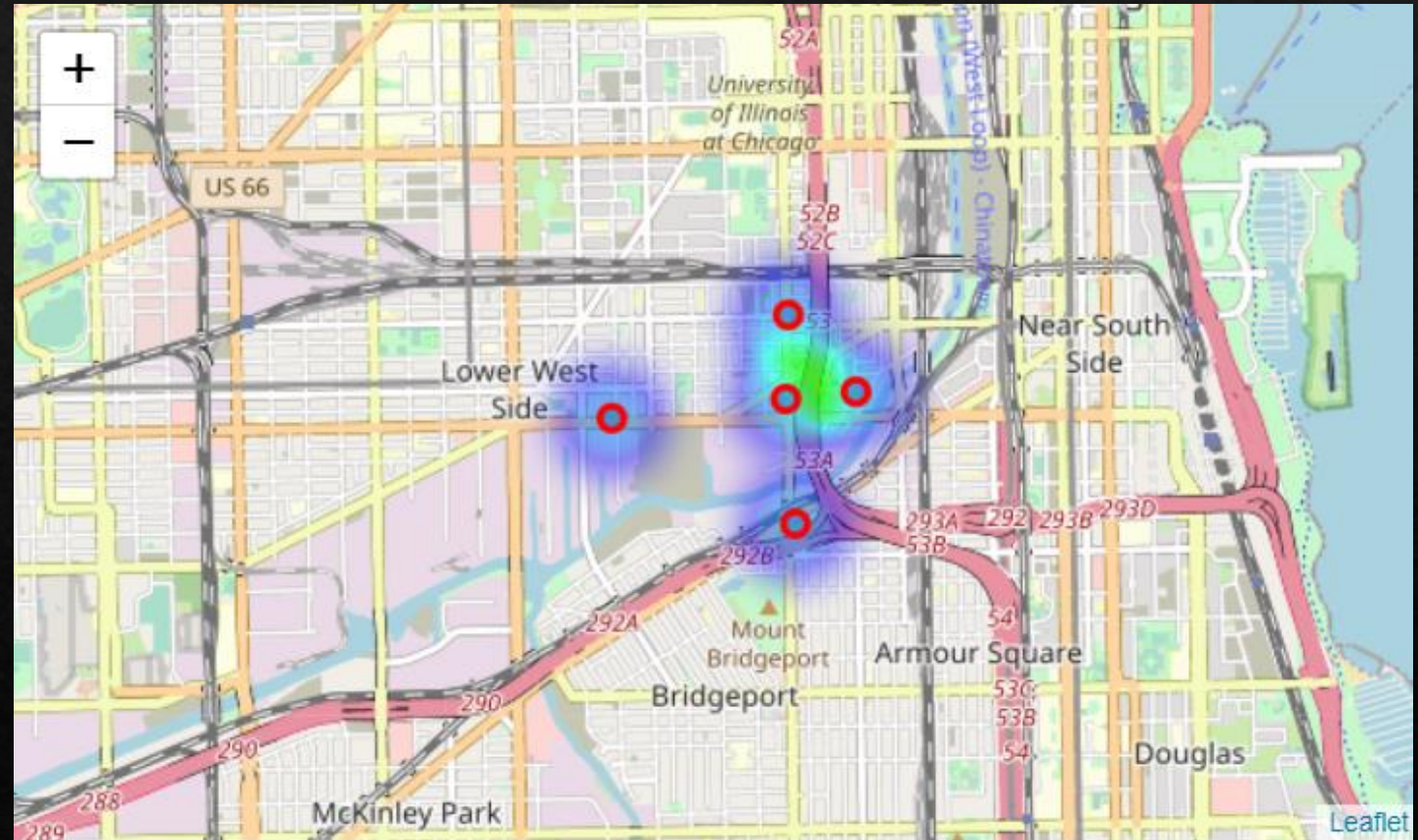ress': ['2373 S Archer Ave (at Normal Ave)', 'Chicago, IL 60616', 'United States']}
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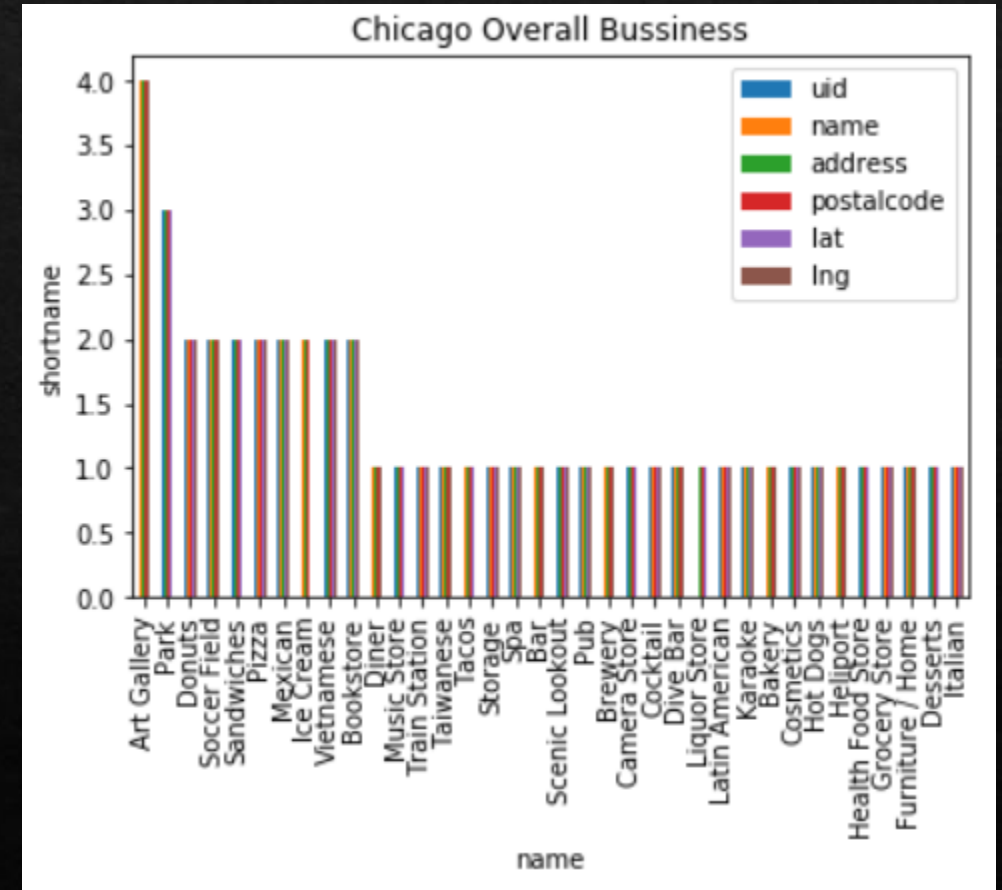{'address': '600 W Cermak Rd Ste 1G', 'lat': 41.85343323114287, 'lng': -87.64191959023673, 'labeledLatLng

Execute and Analysis

- Step 2 : Plot in Map and Using Heatmap to visualize density.

- From that visualization, Coffee shop is located near by each other around lower west side
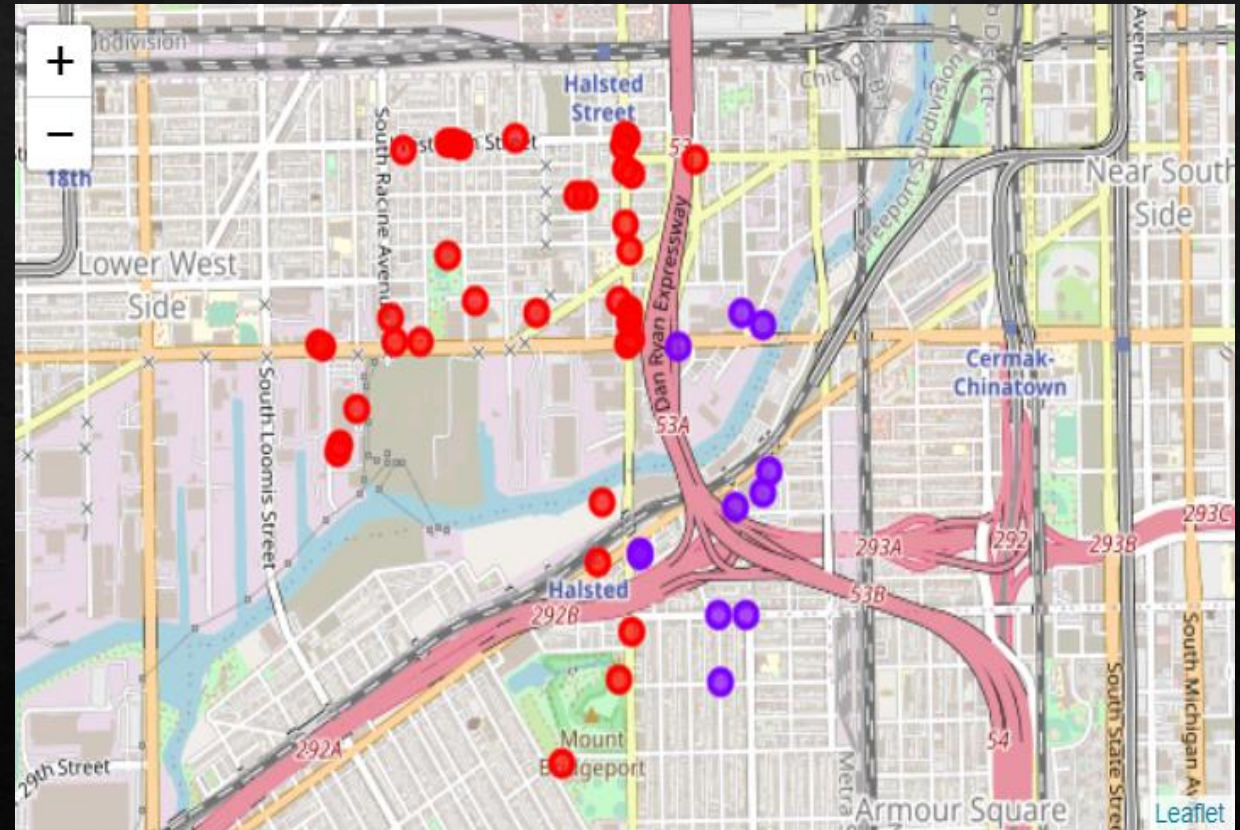
Execute and Analysis

◈ Step 3 : Looking for overall Business in Chicago

◈ Found that, various style of restaurants spread in the city. Chicago include 4 Art Gallery's 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

Execute and Analysis

◈ Step4: To find best Area for business , using business data and visualize them in maps and color them according to zip code

Execute and Analysis

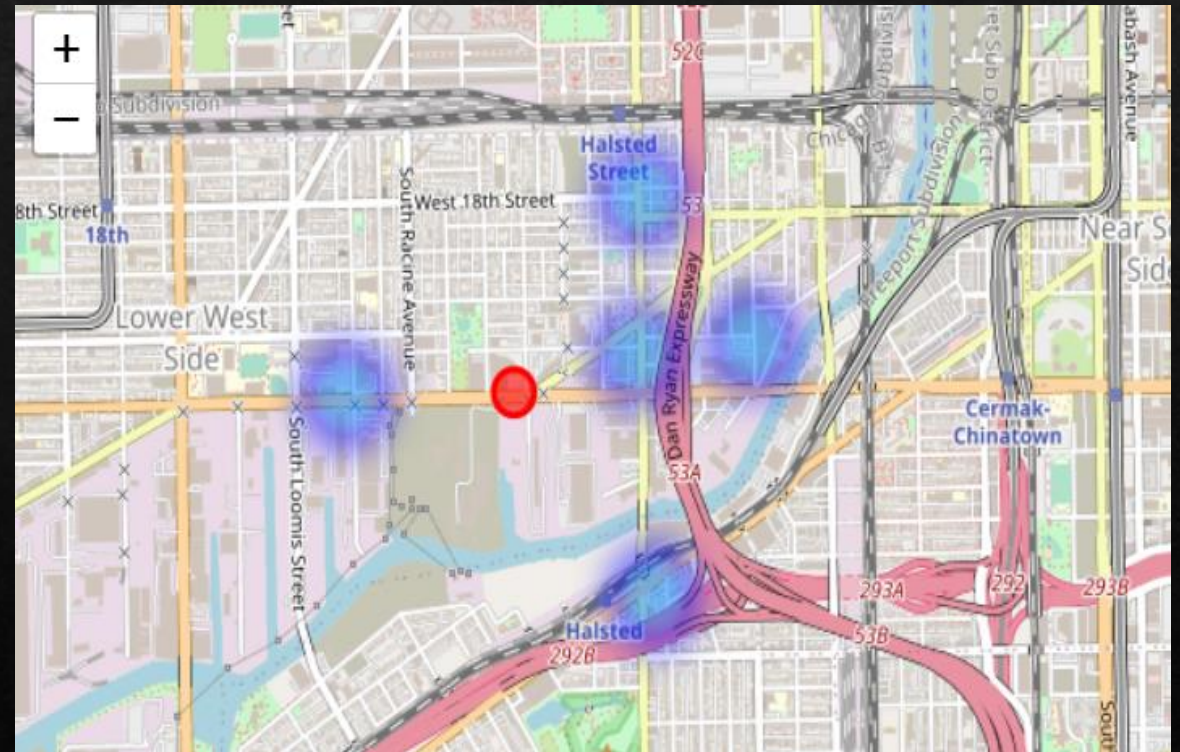◇ Step 5 : Cluster them by Zipcode to categorize area profile

	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

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

Execute and Analysis

◈ Step6: 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