

IBM Applied Data Science Capstone Project (Week 4 Report)

Topic - Setting up a coffee shop in Mumbai, Maharashtra

INTRODUCTION

This is a part of the capstone project offered by IBM Applied Data Science Course on Coursera. In this project I have selected Mumbai as my target city. Mumbai is one of the most populous cities and also the financial, commercial and entertainment capital of India. The tremendous opportunities offered by this city attracts a lot of youth here.

Coffee is a beverage that never goes out of style and is consumed daily by millions of people specially the youth. Moreover, coffee shops are a great place for people to sit and relax or get their work done. When set up in the right location it can be a great business. One can always add some creativity to make the shop stand out amongst others. Therefore, I decided to pick a coffee shop business in Mumbai for my project.

BUSINESS PROBLEM

The aim of this project is to find a suitable location in the city of Mumbai to set up a coffee shop business. Now, there are various factors to be considered when trying to set up a coffee shop like the cost of living of that place, the competition in the market, the population there, the kind of neighborhood of that location etc. In this project I have solved the problem using two parameters-

1. The competition in the market
2. The neighborhood i.e the kind of places present there like bookstores, malls etc.

A location having places like bookstores, banks, shops and movie theaters is more likely to offer a larger number of customers. This is because people like to have a cup of coffee while reading a book, during a movie or while waiting at the shops or bank. This is why analyzing the neighborhood becomes an important factor while deciding on the location. So keeping the competition and the kind of neighborhood in mind, I have tried to formulate a solution using datasets from Wikipedia and Foursquare API and machine learning algorithms like K-means clustering.

TARGET AUDIENCE

The target audience of this project is anyone who is looking to set up a coffee shop in the city of Mumbai. It can act as the main business or even as an extra source of income. So it can also be useful to people looking for some extra money. This project will be helpful in narrowing down the choices of locations which will benefit the entrepreneur immensely as location is one of the major factors to be considered while setting up the shop.