THE BATTLE OF NEIGHBOURHOODS – IDENTIFY THE PLACE FOR COFFEE SHOP

BUSINESS CASE

- In such a large and rich of coffee culture city like Da Nang, Viet Nam, it will be competitive to start up coffee business. In this case my contractor is a humble Vietnamese man who has contacted me to give advises and draw up essential lines of business prediction and back-up plans (but this part we will just discuss about predicting hot spot).

APPROCH

- First of all we need to collect Data of all coffee shops in Da Nang including their name, id, location (address, latitude, longitude) then pick up the "hot" neighbor where locates most of the venue. In order to asset Data we use FourSquare and apply folium for visualizing a particular neighbor in which that we will observe customer "traffic" and predict an appropriate location of new coffee shop in town.

STEPS FOLLOWED

Import required tools

Get the foursquare ID

Identify the place near De Nang City

Grouping
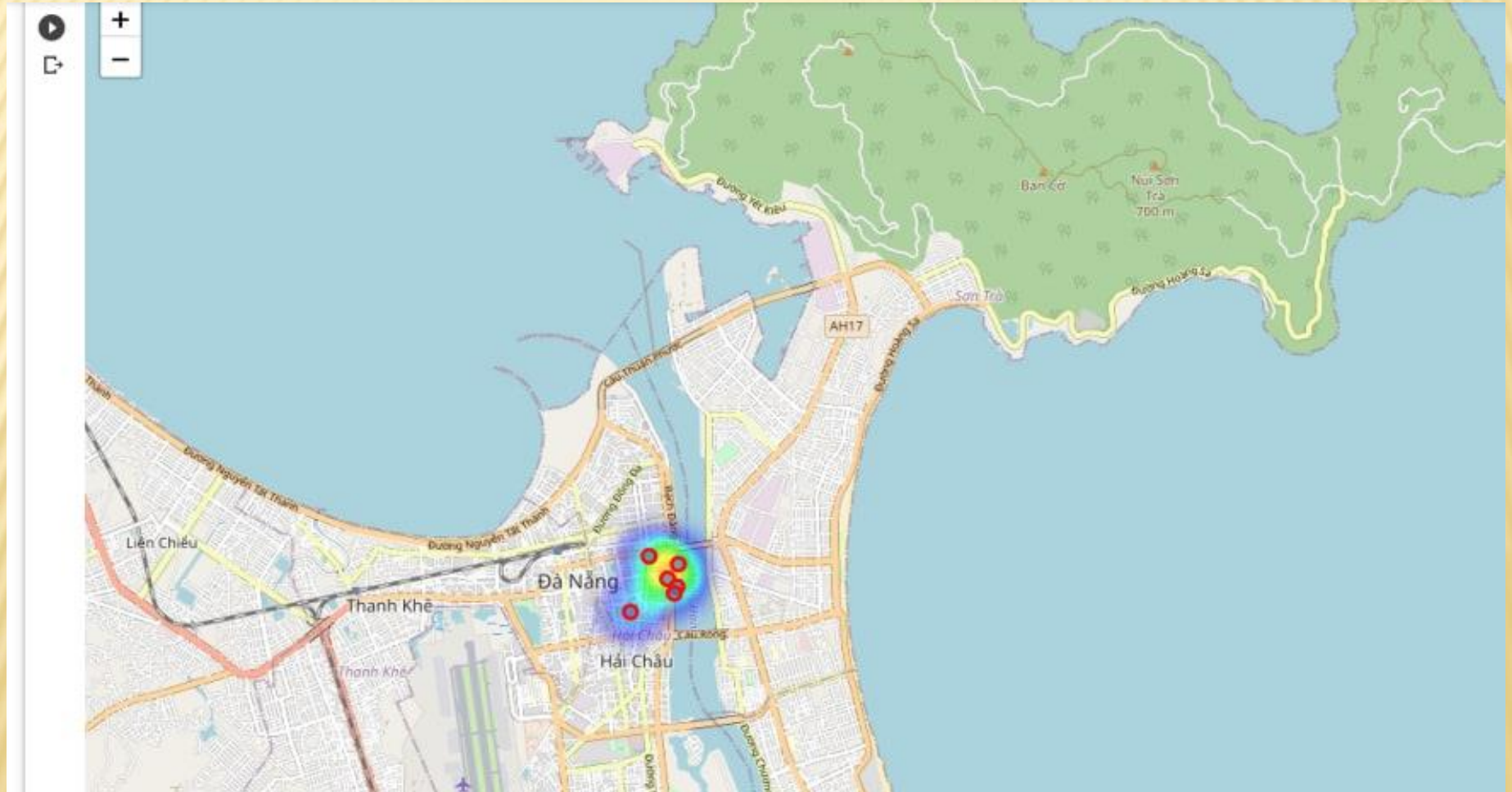
Identify the potential areas

Exact Location identification

EXACT LOCATION FOR COFFEE SHOP

WISH ALL THE BEST FOR NEW COFFESHOP