

# **Coursera Capstone Project**

## **Week 4**

# **Battle Of The Neighborhoods**

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## **Introduction to the project :-**

I work at a food delivery startup that focuses on growing delivery business for our partner restaurants. Being in the F&B industry and interacting with clients daily has given me a strong knowledge of the restaurant business. The highest profit margins are in the Dessert and Asian cuisines. Strong margins give us enough buffer to invest in unique marketing and advertising activities.

For this project, we'll be looking for locations to open a Donut Shop and see how we can expand this business further in the city of New York. Donuts are New York's favourite dessert, requiring very low investment in terms of labour and raw materials.

However, the biggest cost would be the rent as NY is one of the costliest places in terms of real estate in the world.

Thus, in order to make all of this work, we need information on the number of similar businesses in NYC. Having competition in the same area won't be a huge threat. However tapping areas with no Donut shops should be considered a priority.

## **Data, sources and its use in this project :-**

### **Sources -**

1. Week 3 New York Data
2. Foursquare API for location data

In today's world data plays a major role in the success of any business. In this project for finding the perfect spot for our Donut business, we'll be using the dataset provided in Week 3 of our Applied Data Science Capstone project. ([https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset))

Further we'll be using the Foursquare API for exact location data of all restaurants in the city. Then we'll focus on the Donut business specifically, create clusters based on the competition and pick out the best locality for us to start.

Firstly, we'll download the data from the link mentioned earlier. Then, we'll clean the data and get the list of neighborhoods and their respective coordinates. We'll be using our Foursquare API with our credentials to import data for our project.