

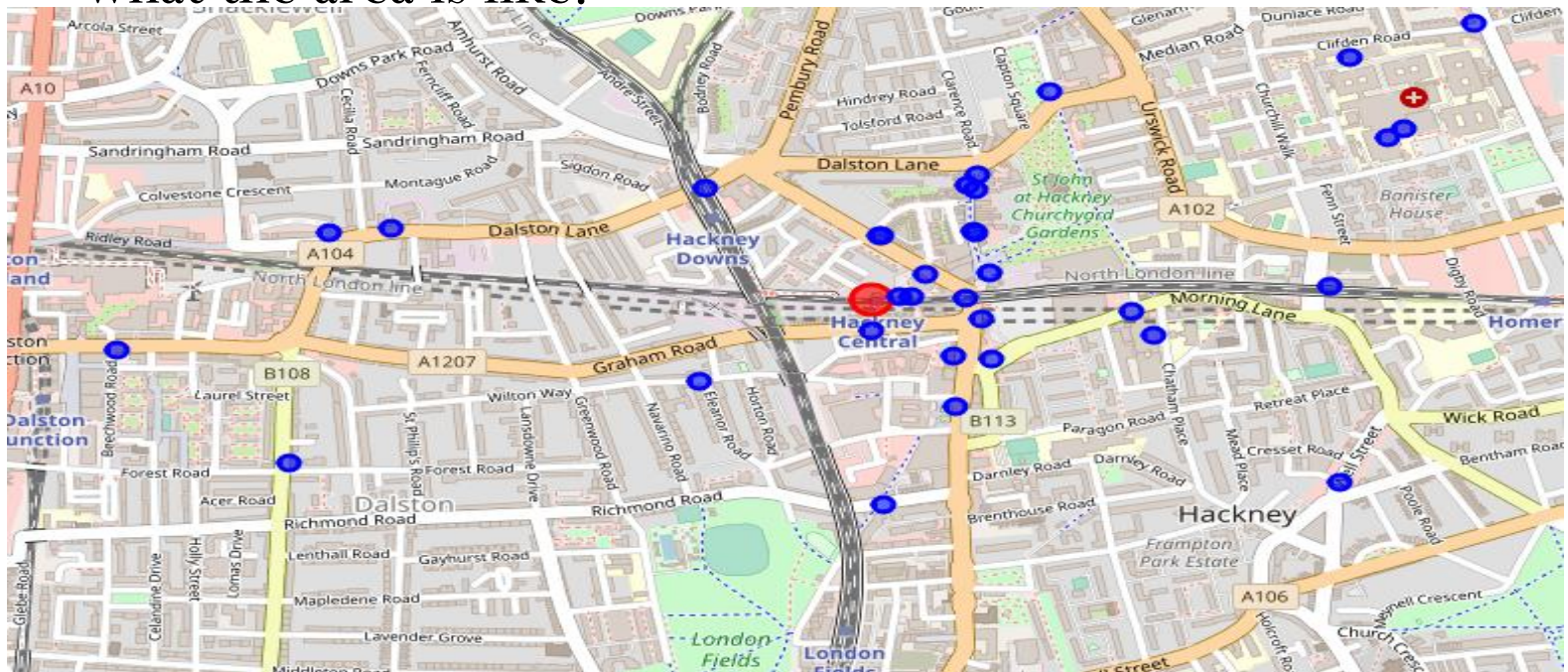
Coursera Capstone – Coffeeshop in London

Business Problem

- Where to open a new coffeeshop in London
- Trying to assess new business districts in London
- Finding the major coffeeshops near major locations
- This report is for:
 - Coffee shop entrepreneurs
 - Entrepreneurs for new business locations in London
 - People looking for a good cup of coffee

Data

- Foursquare maps of business locations in London
- Clusters of the main shops and the nearby attractions to see what the area is like.



Results

	name	categories	address	cc	city	country	crossStreet	distance	f
0	Coffee Station	Coffee Shop	NaN	GB	NaN	United Kingdom	NaN	40	
1	The Pet Shop	Pet Store	40 Amhurst Rd.	GB	Hackney	United Kingdom	NaN	126	
2	Costa Coffee	Coffee Shop	8 Amhurst Road	GB	London	United Kingdom	NaN	94	
3	Scope Charity Shop	Thrift / Vintage Store	4 Morning Lane	GB	Hackney	United Kingdom	NaN	214	
4	Take 5 Coffee	Coffee Shop	NaN	GB	London	United Kingdom	NaN	59	

Cluster Labels			name	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue
0	1	Black And White Coffee Co		Café	Coffee Shop	Pub	Bakery	Art Gallery	Restaurant	Bookstore
1	2	Black Box Coffee at Stage 3		Pub	Coffee Shop	Café	Cocktail Bar	Grocery Store	Restaurant	Brewery
2	2	Black Sheep Coffee		Café	Pub	Coffee Shop	Cocktail Bar	Grocery Store	Restaurant	Vegetarian / Vegan Restaurant
3	3	Black and White Coffee Company @ Palm 2		Pub	Grocery Store	Café	Dumpling Restaurant	Bookstore	Cocktail Bar	Coffee Shop
4	2	Burberry Outlet		Café	Pub	Coffee Shop	Cocktail Bar	Pizza Place	Grocery Store	Sandwich Place

First cluster

	Latitude	Venue Longitude	Venue Category	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1531	51.543788	-0.046967	Pub	0	Coffee Shop	Café	Pub	Yoga Studio	Train Station	Flea Market	Sporting Goods Shop	Convenience Store	Boutique	Garden
1532	51.543788	-0.047339	Café	0	Coffee Shop	Café	Pub	Yoga Studio	Train Station	Flea Market	Sporting Goods Shop	Convenience Store	Boutique	Garden
1533	51.543788	-0.046634	Coffee Shop	0	Coffee Shop	Café	Pub	Yoga Studio	Train Station	Flea Market	Sporting Goods Shop	Convenience Store	Boutique	Garden
1534	51.543788	-0.044603	Pub	0	Coffee Shop	Café	Pub	Yoga Studio	Train Station	Flea Market	Sporting Goods Shop	Convenience Store	Boutique	Garden
1535	51.543788	-0.047573	Yoga Studio	0	Coffee Shop	Café	Pub	Yoga Studio	Train Station	Flea Market	Sporting Goods Shop	Convenience Store	Boutique	Garden
1536	51.543788	-0.046948	Coffee Shop	0	Coffee Shop	Café	Pub	Yoga Studio	Train Station	Flea Market	Sporting Goods Shop	Convenience Store	Boutique	Garden
1537	51.543788	-0.047178	Beer Store	0	Coffee Shop	Café	Pub	Yoga Studio	Train Station	Flea Market	Sporting Goods Shop	Convenience Store	Boutique	Garden

Second Cluster

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In [32]: coffee_merged.loc[coffee_merged['Cluster Labels'] == 1, coffee_merged.columns[[1] + list(range(5, coffee_merged.shape[1]))]]
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Out[32]:

[illegible]

Third Cluster

	Latitude	Venue Longitude	Venue Category	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	51.547139	-0.054241	Vegetarian / Vegan Restaurant	2	Café	Pub	Grocery Store	Coffee Shop	Cocktail Bar	Restaurant	Vegetarian / Vegan Restaurant	Brewery	Hotel	Clothing Store
1	51.547139	-0.054405	Cocktail Bar	2	Café	Pub	Grocery Store	Coffee Shop	Cocktail Bar	Restaurant	Vegetarian / Vegan Restaurant	Brewery	Hotel	Clothing Store
2	51.547139	-0.055208	Pub	2	Café	Pub	Grocery Store	Coffee Shop	Cocktail Bar	Restaurant	Vegetarian / Vegan Restaurant	Brewery	Hotel	Clothing Store
3	51.547139	-0.055679	Sandwich Place	2	Café	Pub	Grocery Store	Coffee Shop	Cocktail Bar	Restaurant	Vegetarian / Vegan Restaurant	Brewery	Hotel	Clothing Store
4	51.547139	-0.054681	Thrift / Vintage Store	2	Café	Pub	Grocery Store	Coffee Shop	Cocktail Bar	Restaurant	Vegetarian / Vegan Restaurant	Brewery	Hotel	Clothing Store

Fourth Cluster

	Latitude	Venue Longitude	Venue Category	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1224	51.553897	-0.056098	Japanese Restaurant	3	Pub	Café	Grocery Store	Garden	Cocktail Bar	Bookstore	Dumpling Restaurant	Creperie	Pizza Place	Coffee Shop
1225	51.553897	-0.052386	Wine Shop	3	Pub	Café	Grocery Store	Garden	Cocktail Bar	Bookstore	Dumpling Restaurant	Creperie	Pizza Place	Coffee Shop
1226	51.553897	-0.053714	Record Shop	3	Pub	Café	Grocery Store	Garden	Cocktail Bar	Bookstore	Dumpling Restaurant	Creperie	Pizza Place	Coffee Shop
1227	51.553897	-0.052924	Creperie	3	Pub	Café	Grocery Store	Garden	Cocktail Bar	Bookstore	Dumpling Restaurant	Creperie	Pizza Place	Coffee Shop
1228	51.553897	-0.054156	Dumpling Restaurant	3	Pub	Café	Grocery Store	Garden	Cocktail Bar	Bookstore	Dumpling Restaurant	Creperie	Pizza Place	Coffee Shop
1229	51.553897	-0.052153	Beer Store	3	Pub	Café	Grocery Store	Garden	Cocktail Bar	Bookstore	Dumpling Restaurant	Creperie	Pizza Place	Coffee Shop
1230	51.553897	-0.052828	Bookstore	3	Pub	Café	Grocery Store	Garden	Cocktail Bar	Bookstore	Dumpling Restaurant	Creperie	Pizza Place	Coffee Shop

Fifth Cluster

	Latitude	Venue Longitude	Venue Category	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
2310	51.553413	-0.070041	Yoga Studio	4	Turkish Restaurant	Pub	Bar	Cocktail Bar	Café	Coffee Shop	Kebab Restaurant	Yoga Studio	Middle Eastern Restaurant	Coworking Space
2311	51.553413	-0.067156	Coworking Space	4	Turkish Restaurant	Pub	Bar	Cocktail Bar	Café	Coffee Shop	Kebab Restaurant	Yoga Studio	Middle Eastern Restaurant	Coworking Space
2312	51.553413	-0.068520	Café	4	Turkish Restaurant	Pub	Bar	Cocktail Bar	Café	Coffee Shop	Kebab Restaurant	Yoga Studio	Middle Eastern Restaurant	Coworking Space
2313	51.553413	-0.071313	Pub	4	Turkish Restaurant	Pub	Bar	Cocktail Bar	Café	Coffee Shop	Kebab Restaurant	Yoga Studio	Middle Eastern Restaurant	Coworking Space
2314	51.553413	-0.068260	Pub	4	Turkish Restaurant	Pub	Bar	Cocktail Bar	Café	Coffee Shop	Kebab Restaurant	Yoga Studio	Middle Eastern Restaurant	Coworking Space

Discussion & Conclusion

- The clusters listing the underground station as the most common nearby place and it was not in the 1st most common shows there could be the potential to open very close to the station.
- Of the clusters, many of the locations seem to not exclusively be coffee shops

Further Studies

- Nature of businesses opening
 - Links to pricing and themes for shop
- When the business will be opening

Thank You!!