

Capstone project – The Battle of the Neighborhoods

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1. Business Problem

People are becoming more aware of the food we are eating. There have been a lot of studies done in the pros and cons in eating meat. Lately we are noticing a shift in the selection. Looking back 10 years, there were only a couple of vegetarian products you could buy at the supermarket. Looking at now a vegetarian has a lot of options when buying vegetarian food. More and more restaurants are offering more vegetarian or vegan food options. The vegetarian food will not be healthy snacks but meals, think of breakfast, lunches and dinners. The main objective will be to find a good place to start a restaurant in Amsterdam. It should be close enough to the center of Amsterdam so tourists and locals can enjoy the food and not be near another vegetarian/vegan restaurant to maximize profit.

2. Data

The following data sources will be used to come up with suggestions:

- The neighborhood data from Amsterdam will need to be scraped from the following website: <https://postcodebijadres.nl/amsterdam>. The scraping will be done in 2 parts. Part 1 will get all postal codes from Amsterdam. Part 2 will be by scraping the detail page of the postal code to get the rest of the data. For the scraping job the Python library BeautifulSoup will be used.
- After the web scraping the Amsterdam data will contain a postal code, name, Latitude and Longitude. With Foursquare API, the venue data is retrieved with the neighborhoods.