

Coffee-point: where to start?

Coursera Capstone Project
Performed by
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Intro



It's a common idea for students to open a coffee point near their universities. In fact, it is #1 idea student come up with. It seems quite simple and requires minimal investments - because you do not need to rent a huge location and equipment is cheap comparing to other types of venues.

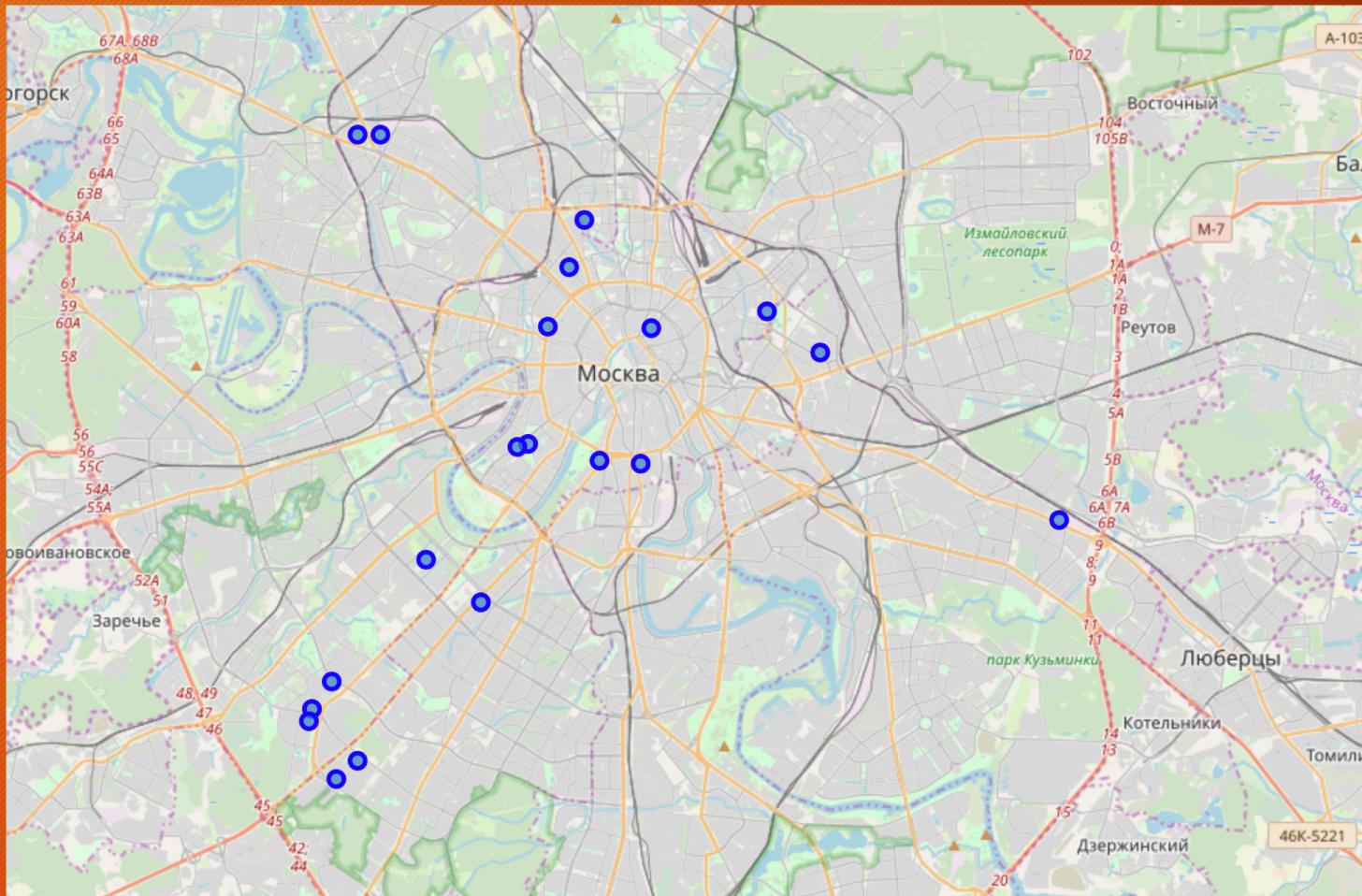
Usually, they simply find the closest place to the university available and then rent a corner to set a bar counter with a couple of chairs. The only thing left is to find a barista and now you are ready.

But usually, they fail.

WHY?

Because location matters.

Candidates - top 20 Moscow universities



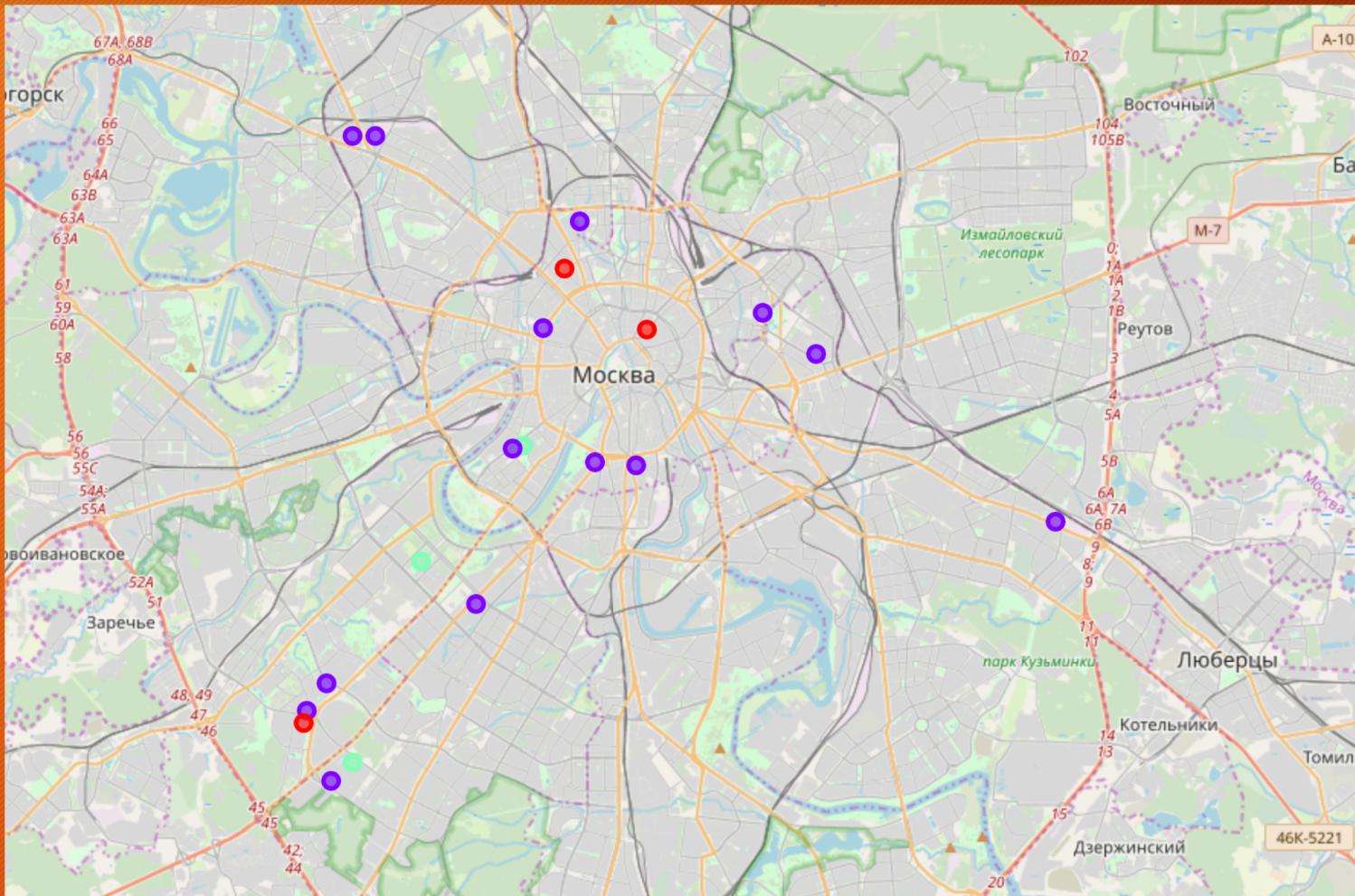
name	code
Lomonosov Moscow State University	MSU
Higher School of Economics	HSE
MGIMO University	MGIMO
The Russian Presidential Academy of National E...	RANEPA
RUDN University	RUDN
Plekhanov Russian University of Economics	REA
Bauman Moscow State Technological University	BMSTU†
Moscow Pedagogical State University	MGPU
Kutafin Moscow State Law University	MSAL
Sechenov First Moscow State Medical University	1stMED
Synergy University	Synergy
Moscow State University of Railway Engineering	MIIT
MIREA†Ч Russian Technological University	MIREA
Russian State University for the Humanities	RSUH
National University of Oil and Gas	GUBKIN
Pirogov Russian National Research Medical Univ...	Pirogov†
Moscow Power Engineering Institute	MPEI†
Moscow Aviation Institute	MAI
National University of Science and Technology ...	MISIS
The State University of Management	GUU

Adding data

	name	code	latitude	longitude	rent	students	coffee	place	food
	Lomonosov Moscow State University	MSU	55.703092	37.530772	47100	40000	0	1	0
	Higher School of Economics	HSE	55.761751	37.632456	60000	40000	8	0	14
	MGIMO University	MGIMO	55.671999	37.488288	40300	6000	2	0	3
The Russian Presidential Academy of National E...	RANEPA	55.665107	37.479167	37700	6500	4	1	2	
	RUDN University	RUDN	55.652011	37.499527	37700	31500	0	0	5
	Plekhanov Russian University of Economics	REA	55.727510	37.627605	37700	10800	5	0	9
Bauman Moscow State Technological University	BMSTU†	55.766029	37.684518	47100	19000	2	1	8	
	Moscow Pedagogical State University	MGPU	55.732533	37.576423	115600	26000	1	3	5
	Kutafin Moscow State Law University	MSAL	55.762204	37.585919	49400	16000	2	2	10
Sechenov First Moscow State Medical University	1stMED	55.731687	37.571696	49500	15000	1	3	10	
	Synergy University	Synergy	55.811087	37.510359	41100	18000	2	0	4
Moscow State University of Railway Engineering	MIIT	55.789306	37.602056	43500	17000	0	2	2	
	MIREA†4 Russian Technological University	MIREA	55.661905	37.477617	37700	40000	4	3	9
Russian State University for the Humanities	RSUH	55.777178	37.595495	50500	25000	9	1	15	
	National University of Oil and Gas	GUBKIN	55.692282	37.555094	36200	11000	2	2	4
Pirogov Russian National Research Medical Univ...	Pirogov†	55.647256	37.490287	41100	9000	0	1	0	
	Moscow Power Engineering Institute	MPEI†	55.755593	37.708721	42000	15000	2	0	6
	Moscow Aviation Institute	MAI	55.811030	37.500065	41100	22000	1	1	5
National University of Science and Technology ...	MISIS	55.728425	37.609076	74500	15000	1	0	2	
	The State University of Management	GUU	55.713249	37.816150	28400	17000	3	1	2

- 1) Full name
- 2) Short name or code
- 3) Latitude and longitude
- 4) Rent price for nearest ares
- 5) Number of students
- 6) Coffee-like places nearby
- 7) Parks/malls nearby
- 8) Food-related places bearby

Clustering



RED - bad
PURPLE - not that bad
GREEN - good!

Results

Lomonosov Moscow State University	MSU	55.703092	37.530772	47100	40000	0	1	0
RUDN University	RUDN	55.652011	37.499527	37700	31500	0	0	5
Moscow Pedagogical State University	MGPU	55.732533	37.576423	115600	26000	1	3	5

1st - it's prohibited to place something there

3rd - rent price is high

WINNER