

Battle of neighborhoods week 5 assignment

1. Introduction

In this report we will discuss the possibility to initiate a coffee shop, and open it the borough of Brooklyn. We will look for the best area which can be a potential to open a new brand of coffee shop that can compete in this area. No doubt that data science is an important discipline to start our research and find a clue to help us decide where can we open our brand of coffee shop that can gain good reputation and establish it self among other brands.

Th main idea behind this report is to explore the area of Brooklyn in New York city and find the best area to open our venture. There many theories that advice about opening your new venture, first some advice to open your new shop in area that doesn't serve this kind of business so you could in this condition establish your self and avoid competitions. Others advice that opening your business in area which share the same kind of business is better. For example, in our case we want to open a new coffee shop, it is better to open it in area with established coffee shops.

So, in our case we will look for area that can be crowded with coffee shops, this can help us to find the suitable area that can give us good start to compete and gain some customers. Of course, it is a must to use foursquare to explore the area and find the suitable place.

So, the business problem here is exploring Brooklyn to find a suitable neighborhood to open our new brand of coffee shop that can establish itself and compete among nearby coffee shops.

2. Data acquisition

The data was obtained from the following link https://cocl.us/new_york_dataset which has data set of New York city Borough and Neighborhoods including their locations.

3. Methodology

The methodology is to use the data set of New York and then find the location of Brooklyn, then find suitable neighborhood to open the brand-new coffee shop. So, we will use foursquare explore feature to find all venues in Brooklyn then filter the result to find the proper place to open coffee shop. As indicated above it is better to open our coffee shop among other coffee shops area to compete and gain customers.



Figure 1: Brooklyn Neighborhood

4. Results

After using the suitable algorithm, we found out that the most proper area to start our business is at Brooklyn North side neighborhood as a result of having the most coffee shops in the area.

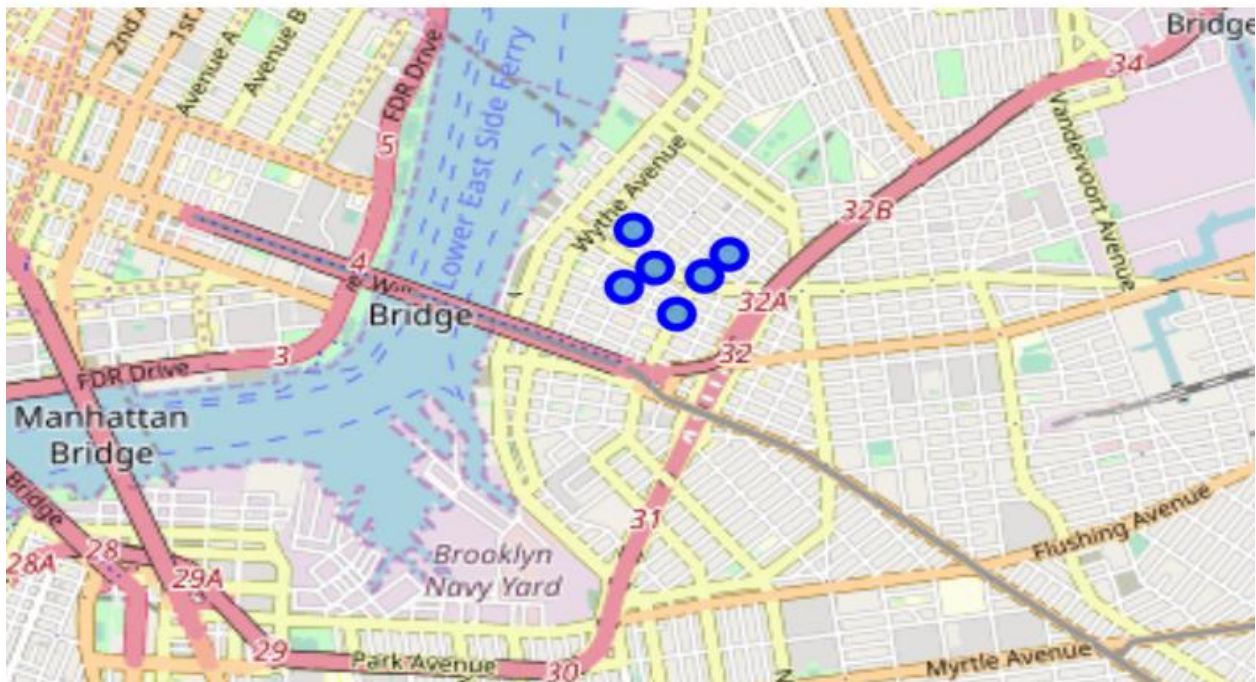


Figure 2: North Side Coffee shops

The above image shows the six coffee shops in the area of North Side neighborhood which is considered a potential area to open our new coffee shop.

5. Discussion

According to the above findings, the most suitable place to open our coffee shop is North Side area of Brooklyn which has six coffeeshops and considered a suitable place to start such a business.

6. Conclusion

This was a good practice to use different python libraries to obtain a result of suitable areas and neighborhoods to start our new business which is a brand-new coffee shop. The findings will help us to locate the area where can we open this business and then do our best to compete and gain customers in this area.