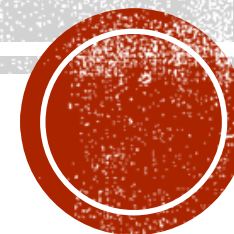# BATTLE OF NEIGHBORHOODS WEEK5

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.

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.
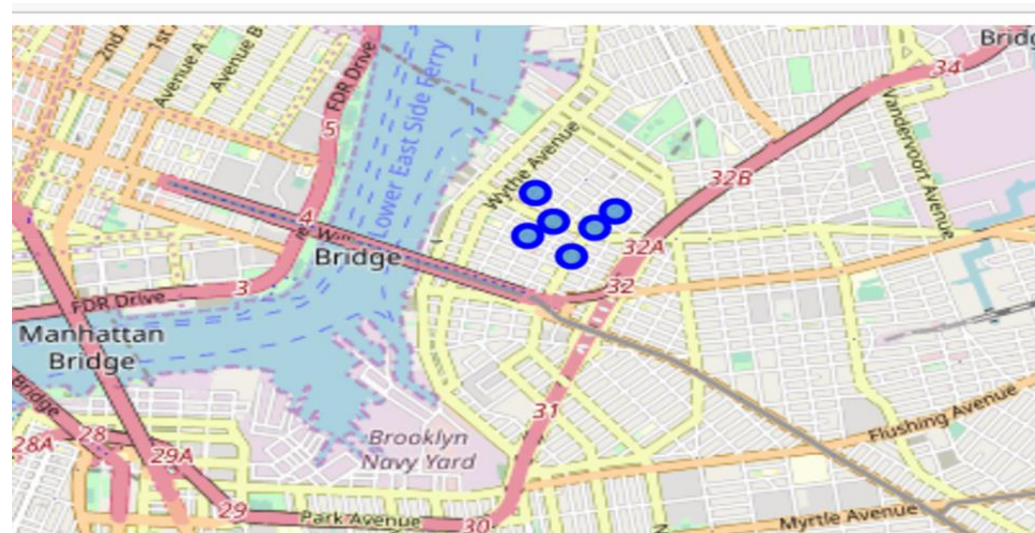
BROOKLYN NEIGHBOHOODS

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.

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.