﻿Capstone project – final presentation Coursera Capstone Project

# Introduction and Business Problem

• A customer, Jerónimo, wants to open a new burger joint in Bogotá, Colombia.

• Due to Bogotá’s high diversity and very large size, he asked me for help in order to

find the best spot to place the burger joint.

• Bogotá has 20 different Localities (Districts) and we aim to find the best one.

• We need to choose a Locality that has good amount of customers and low amount

of competition.

# Data

• To help Jeronimo in his search we will need to access following data:

• The Localities of Bogotá, Colombia from Wikipedia:

https://es.wikipedia.org/wiki/Anexo:Localidades\_de\_Bogot%C3%A1

• The coordinates (latitude, longitude) ot these Localities of Bogotá from Open Street

Map APIs

• From Foursquare we will need following venues data:

• the burger joint venues of the Localities

• the offices venues of the Localities

• the high schools venues of the Localities

• the universities venues of the Localities

• We will then leverage the data in order to determine which locality is the most

appropriate in order to locate the burger joint.

# Methodology

• For each locality, all office, school, university and burger joints venues data have

been collected from Foursquare.

• Then for each locality, the sums of the office, school, university and burger joints

were computed.

• For each of this 4 categories, a weight (or penalty) has been defined according to

what Jeronimo considers the most important.• Burger Joints have been weighted with -1, since Paolo wants to avoid

concurrence.

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• Schools have been weighted with 1, since student are good customers.

• Universities have been weighted with 1.5, since students are good

customers.

• Offices have been weighted with 2, since employees are even better

customers.

• Note that the weights can be modified according to the importance of each

category.

• Lastly, a score was computed for each locality as the weighted sum of the number

of venues in each of the 4 categories (school, university, office, burger joints

# Result

A screenshot of a cell phone

Description automatically generated

﻿The Locality with the best score is “La Candelaria” with 130.5, being the best option.

• Follows closely “Chapinero” with 116.5.

These options maximizes the number of potential customers from offices and universities

and at the same time have not too large competence.

## ﻿Best Place for the Burger Joint in Bogotá is “La Candelaria

A close up of a map

Description automatically generated

# ﻿Recommendation

The following analysis can be improved with following extensions:

* Consider more categories. For example like "Night life" which is also a good source for customers. But also like "Restaurants", which even if not burger joints may be some concurrence if too many.
* In the Locality itself, it can also be computed the distance between all the venues in order to find a place with the most number of potential customers.
* Using smaller geographical areas like Neighborhoods could improve the accuracy for the scores