Coursera Project

Opening a Café in Berlin, Germany

Introduction

Coffee houses have been an important social gathering point in Europe and their appearance encouraged several cultural and political transformations during the 17th and 18th centuries. They provide a forum for exchanging views and nurturing public opinion across the social spectrum. Nowadays the number of cafes in Berlin are increasing in the rapid rate and provide great revenue to the owners and property developers. Selecting the location of cafes plays an important role in the success of it due to the competition with other emerging cafes and famous coffee chains. Many entrepreneurs will be interested in opening a café in the capital city of Germany.

Business Problem

The aim of this capstone is to analyse and select the best location in Berlin, Germany to open a new café. By using data science methodology and machine learning techniques like clustering, the project can provide solutions to answer the business question: If an entrepreneur wants to open a café in Berlin, Germany, where would you recommend him to open it?

Data

The Data need are as follows:

1.The list of neighbourhoods in Berlin. Our project is confined to the city of Berlin, Germany , Europe.

2.The latitude and longitude of the neighbourhoods of Berlin.

3.Venues data, particularly data related to cafes. This data is used to perform clustering on the neighbourhoods.