

Business opportunities in trending Bridgeland

# Purpose of the Project

The hospitality business association of the Bridgeland neighbourhood, located in the city of Calgary province of Alberta, has decided to target entrepreneurs interested in investing in this new trending area. The intention of this project is to create new business opportunities for locals and stop relying on the financial benefits from the oil and gas industry.

To best support their case, the hospitality business association decided to hire a data professional services company to demonstrate:

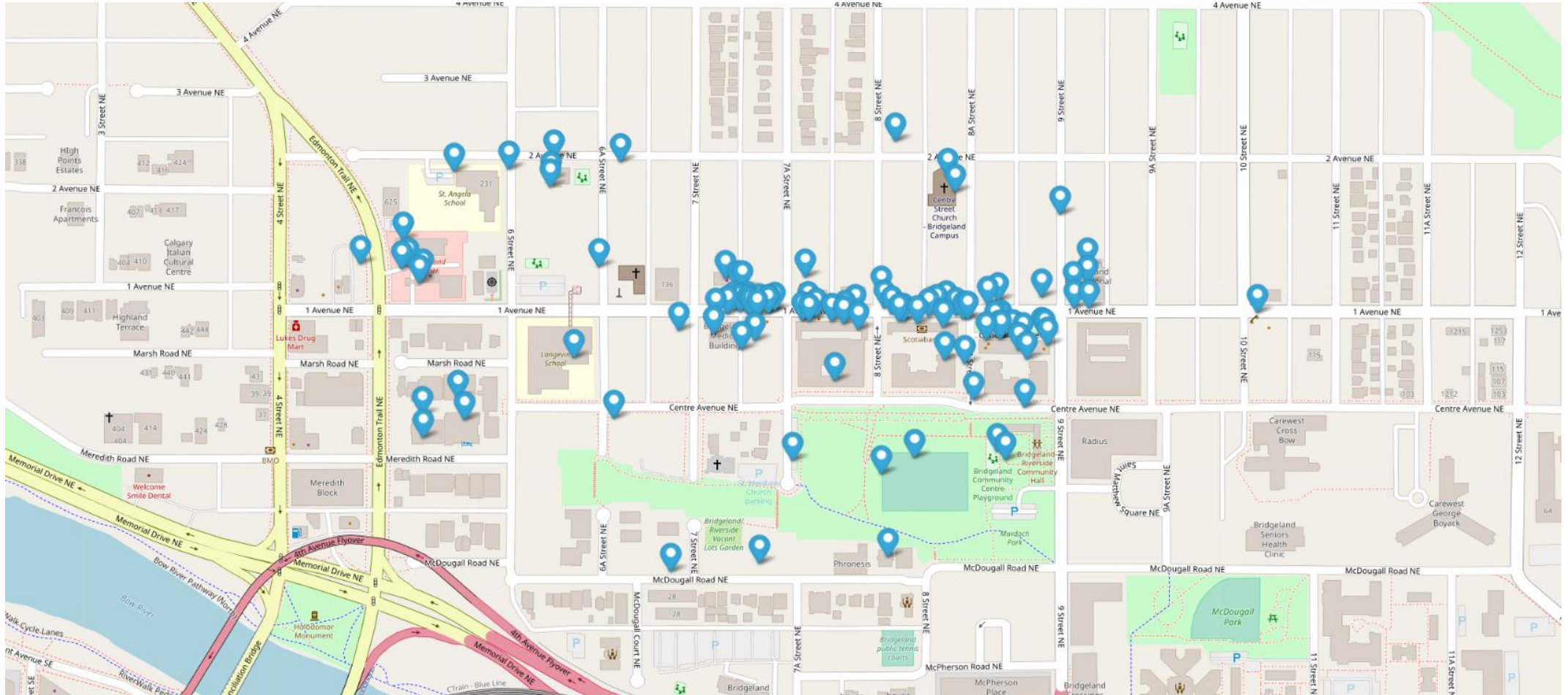
- Businesses location
- Consumer's ranks
- Variety of cuisines
- Accessibility using public roads

# Data

Data from an application called Foursquare will be used for this project. Key descriptors like venue, category or popularity, name, address and ratings for all business located in Bridgeland will be used to calculate accurate results.

- Businesses location.- Foursquare provides up to date venue information for any geographical location
- Consumer's ranks.- Foursquare has a numerical rating of the venue (0 through 10)
- Variety of cuisines.- Foursquare provides venue category that will be used to cluster and analyze the businesses
- Accessibility using public roads.- Data will be displayed on maps to easily identify public routes
- Proximity to parking areas.- Information will be displayed on maps depicting parking locations

# All businesses in Bridgeland

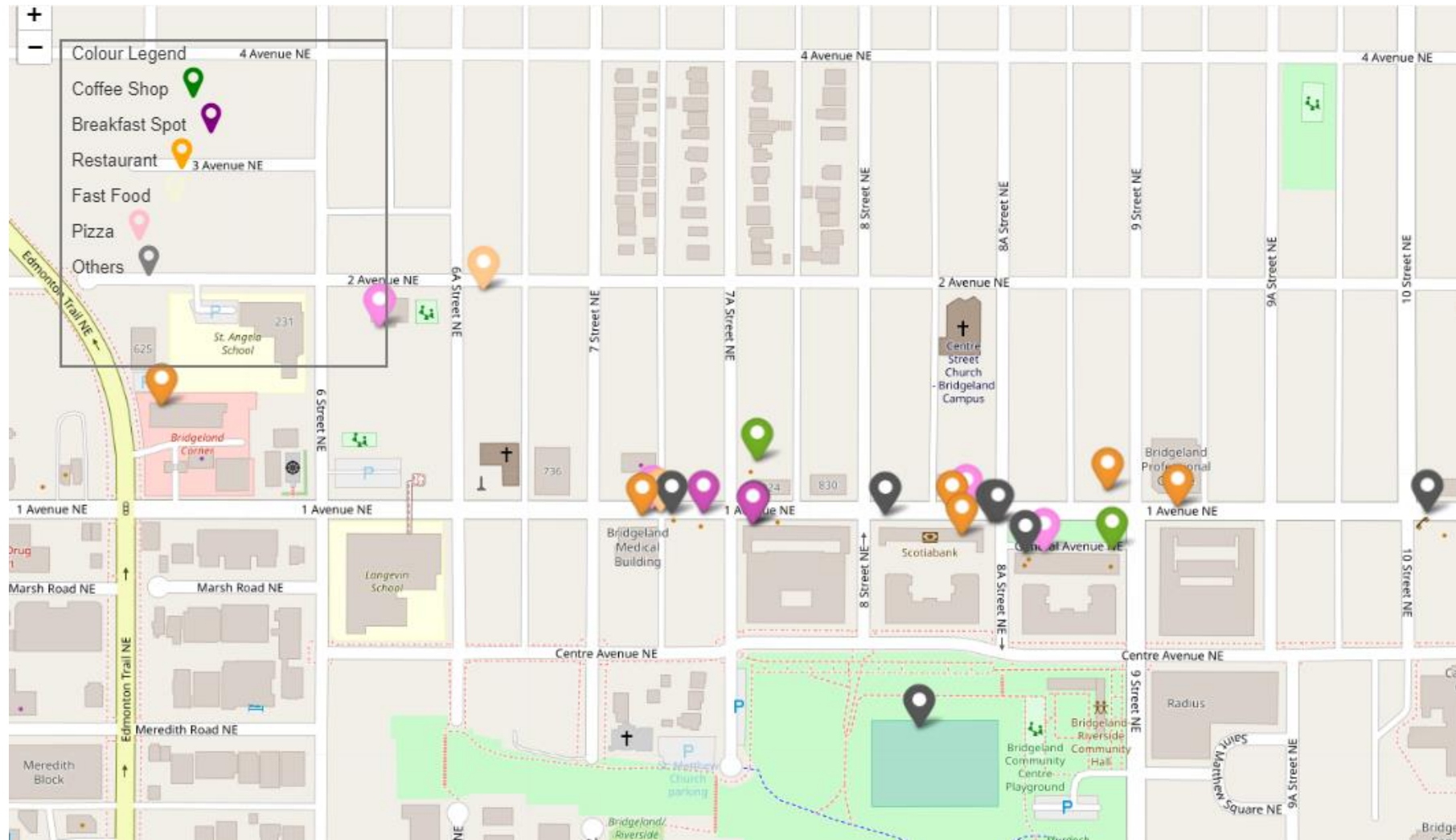


# Methodology

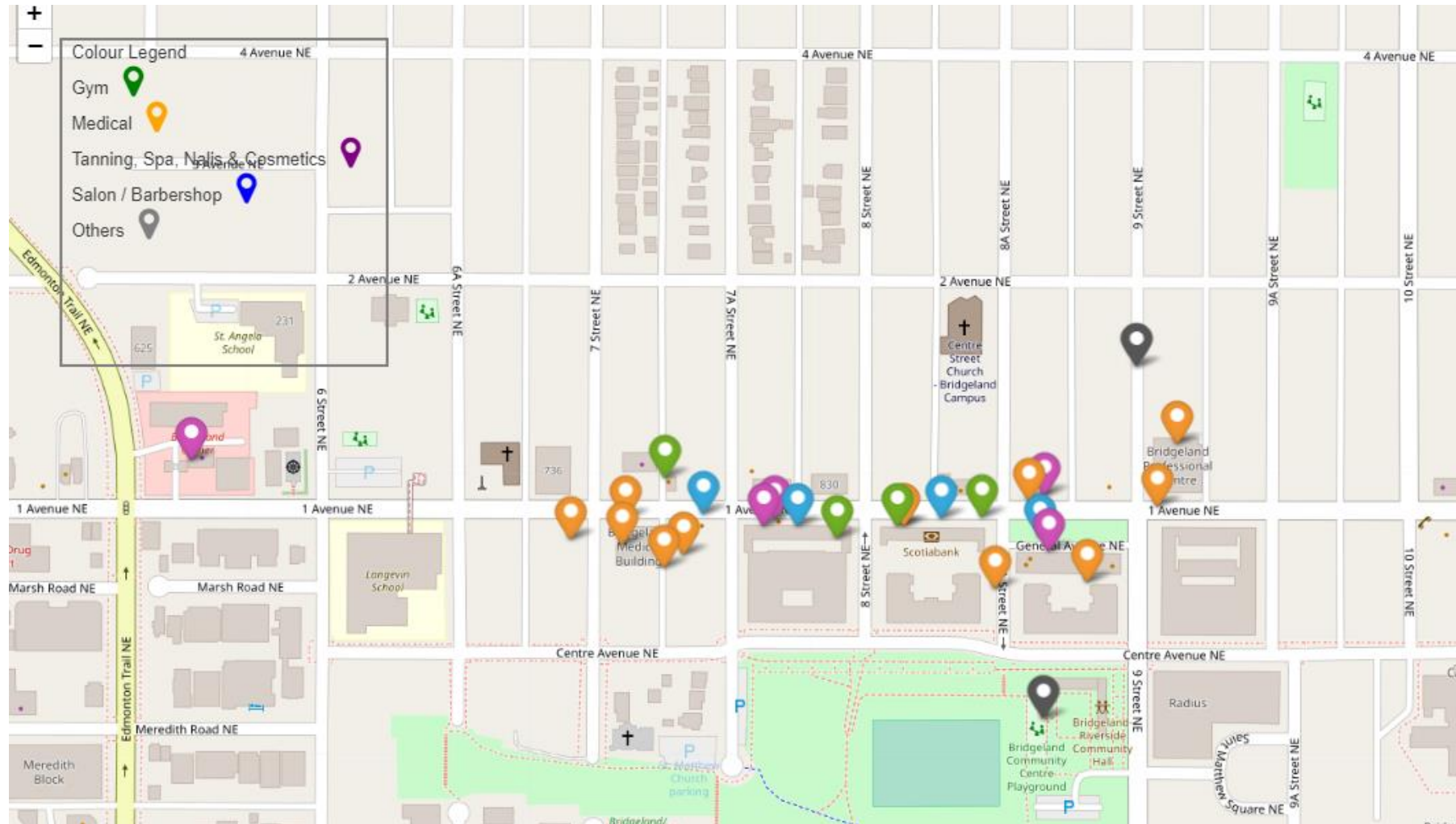
Group businesses in 3 categories to facilitate identify what are the best options. Data will be filtered based on the minimum rating (6.0) and the final result will be depicted on a map showing where the businesses are located.

- Collect all business information located within 500 meters of Birdgeland epicenter. We need to rely on the categorization and rating used by Foursquare to rate and group the businesses.
- Results will be grouped in 3 main categories and each one will be analyzed individually.
- Retrieve and calculate the overall rating for each business.
- Include only those businesses with acceptable rating (above 6.0)
- Display the final list on a map and present final conclusion based on these results

# Businesses for the Food category

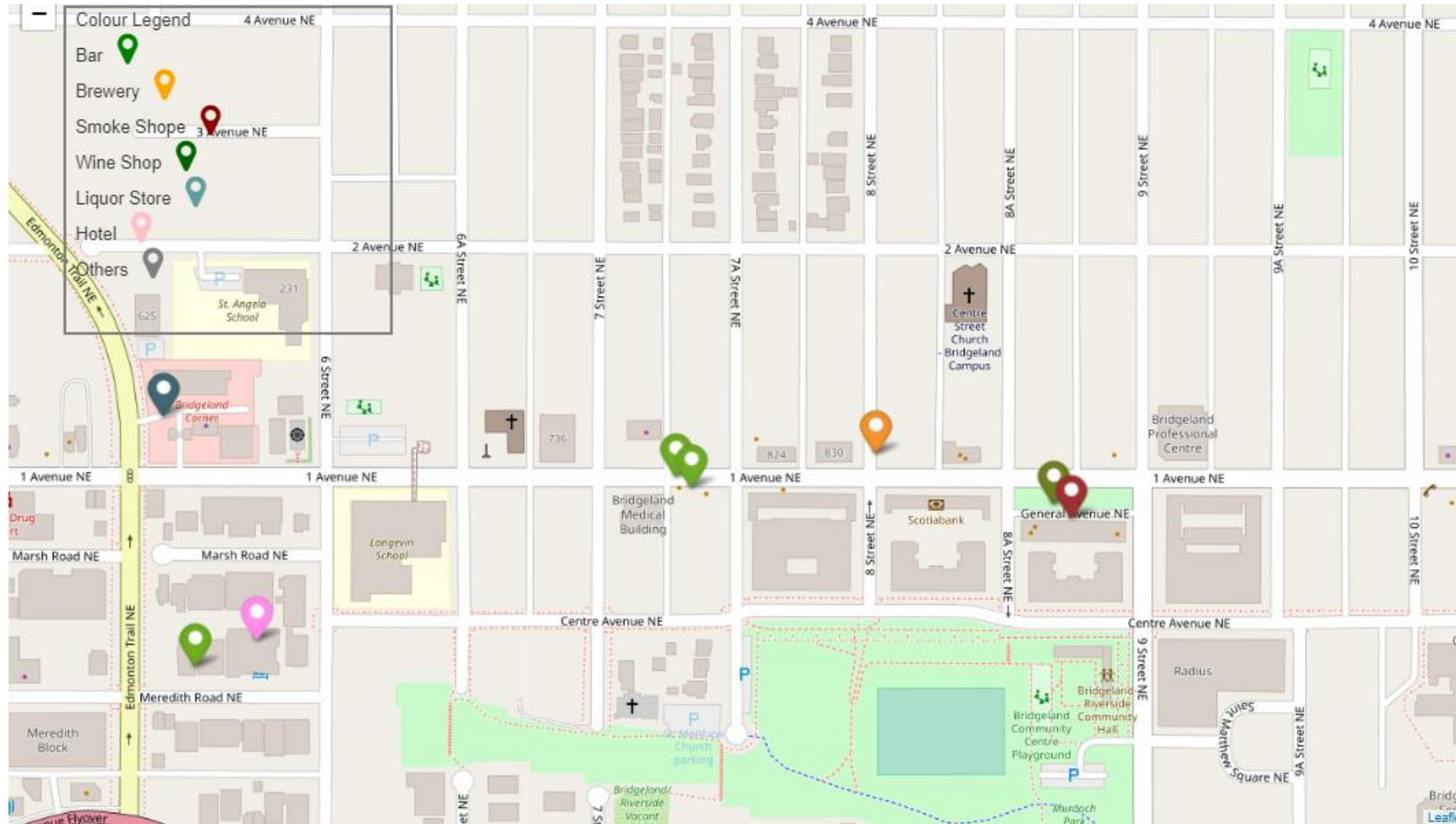


# Businesses for the Health category





# Businesses for the Liquor category

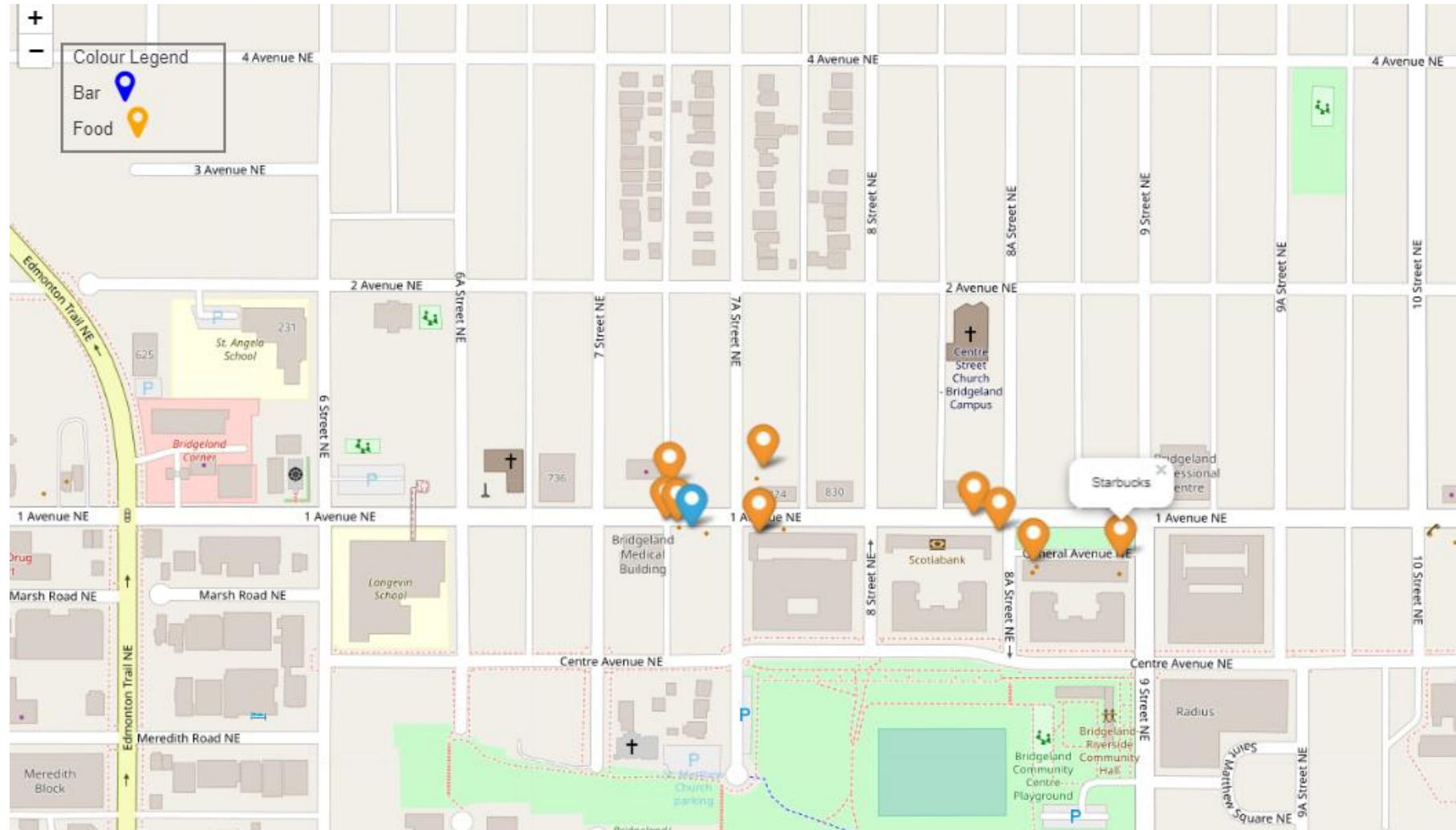




# Businesses with best ratings

Main Category	Category	Business Name	Rating
Food	Café	Baya Rica Tostadores Cafe	7.2
Food	Burger Joint	Burger 320	7.5
Food	Diner	Blue Star Diner	8.5
Food	Noodle House	Shiki Menya	7.1
Bar	Bar	Cannibale	8.5
Food	Coffee Shop	Starbucks	7.1
Food	Breakfast Spot	Over Easy Breakfast	8.7
Food	Sandwich Place	Subway	6.4
Food	Sandwich Place	The Main Dish	7.1
Food	Pizza Place	LDV Pizza Bar	7.1
Food	Italian Restaurant	La Brezza Ristorante	6.8
Food	Sushi Restaurant	Zipang	8.6
Food	Gas Station	Petro-Canada	6.5

# Business with Rating above 6.0



# Conclusions

- There are several areas of opportunity for investors and/or entrepreneurs.
- Bridgeland already has the infrastructure needed to keep and/or attract new clients.
- People of different age groups already gather in this area so there are also opportunities for 'walk-in' or casual consumers.
- The city created a program where it issues permits to place temporary booths in authorized areas with heavy pedestrian traffic. This will help investors to test the market before committing resources.