



Battle of the Neighborhoods

Coursera Capstone Project

The problem

Stakeholders are looking to open up a new coffee shop in the UC Berkeley area, and are wondering where the best locations to look at would be.

Considerations



Sufficient demand

Stakeholders want to be sure that the location they choose will have enough foot traffic to provide customers for their shop, ideally in a location near other shops.



Minimized competition

Stakeholders want to minimize competition between their new shop and existing coffee shops by opening in a location with few existing coffee places.



Accessible location

Stakeholders want to ensure that their location is accessible to students of the university by being a relatively close distance away.

Procedure

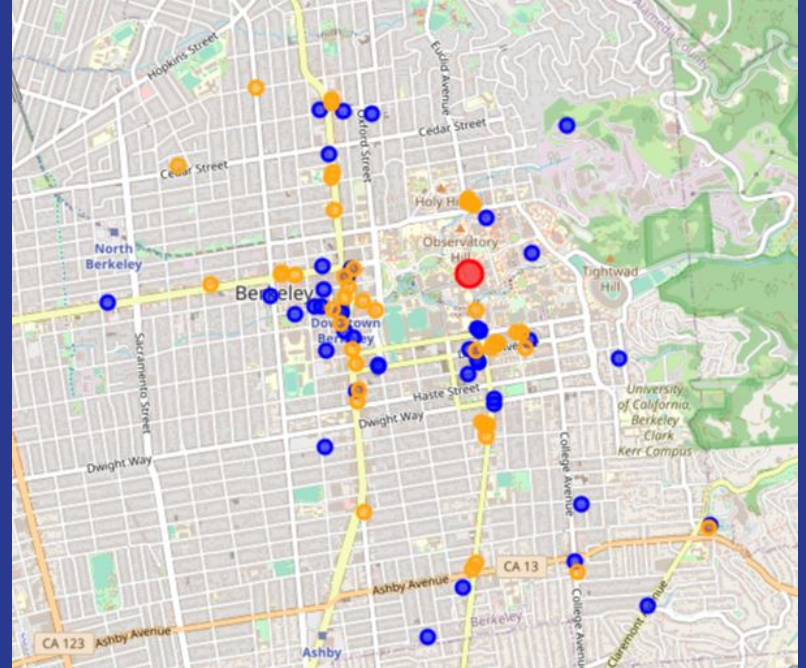
Data collection and analysis

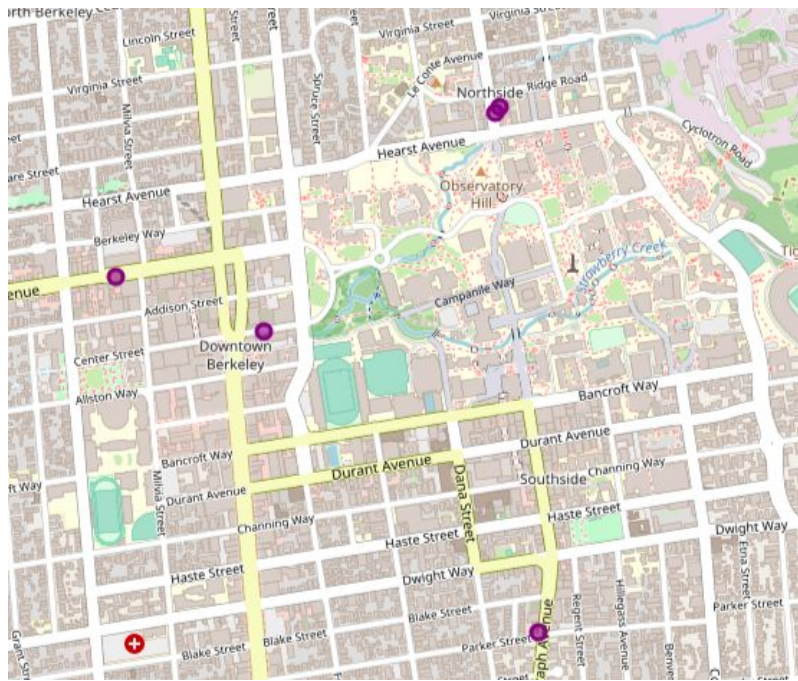
- By leveraging the publically available Foursquare API data, we are able to find information about shops and restaurants surrounding the area of interest
- We will perform analysis on this data to find the best locations that suit the stakeholders' needs



Folium map

Coffee shops shown in blue,
restaurants in orange





Solution

Narrowed down locations
through filtering

Conclusion

- We were able to find 4 prospective locations for new coffee shops through filtering distances and other parameters according to the stakeholder's conditions
- These locations provide a useful starting point to look into as the stakeholders continue their search for ideal new coffee shop locations

