

# **Coursera Capstone Report**

**Bradley Jones**

## **Introduction/Business Problem:**

Expansion to new locations is something that many businesses regularly must consider and often execute. This can be problematic when there are many possible locations of expansion, with little way of knowing which locations will perform best. For my Capstone, I focussed on determining the best expansion locations for coffee shops such as the Canadian native Tim Hortons or Starbucks. My audience would consist of stakeholders within a coffee shop business and this is of importance to them because expanding to a sub-optimal location can be extremely costly to the business and is not a mistake that can be mended swiftly. To narrow my initial search, I targeted locations near Toronto subway stations, and I will be using the Foursquare API to retrieve the venue data in close proximity to each station.

## **Data:**

To solve the problem previously stated, I will be using data from two different providers. The first will provide the location data of all subway stations in Toronto via four CSV files representing each subway line and will come in the format: Latitude, Longitude, Station Name. The data can be found at the following address: <https://scruss.com/blog/2005/12/14/toronto-subway-station-gps-locations/>. The second data provider will be Foursquare using their venue-search API. In order to find the popular food-venue types in close proximity to each subway station, I will need to make a unique API call using the individual station's latitude and longitude obtained from the previous data provider. The documentation for the API call I will be making can be found at the following address: <https://developer.foursquare.com/docs/api-reference/venues/explore/>.