COURSE CAPSTONE

IBM PROFESSIONAL DATA SCIENCE CAPSTONE

Topic: Location Analysis for Confectionery Ltd

By Corelleta Kaseke

December 2019

Introduction

Confectionery Limited is a Multi-National Company that specializes in confectionery products such as assorted ice-creams, chocolates, cookies and candies. The company has succeeded in the various locations that it is currently operating and wishes to make great returns from a new shop in Manhattan, New York, USA.

Business Problem

The company has been presented with two investment opportunities to open a new shop in one of two locations. As a result, the company must choose the location that offers a possibility of greater revenue and thus profits. Due to the nature of its products, the company is looking to locate near schools as young people are their greatest customers.

The aim of this study will therefore be to find the best area to open this new venture for Confectionery Ltd based on the most valued attributes.

Data

The analysis will make use of Foursquare data together with geo-data of New York, Manhattan downloaded here: `https://cocl.us/new_york_dataset`

Target audience

The targeted audience is Confectionery Ltd growth and strategy decision makers.