

Coursera Capstone

IBM Applied Data Science Capstone

Opening a Brazilian Restaurant in Rio de Janeiro, Brazil

Introduction

First Part of final IBM Capstone Project, this is my opportunity to work on real life data and understand its properties to make a business decision. The learning outcome was to define a business problem and to use data science methodologies to understand the data and eventually make a business conclusion. I'm also had to scrape data from the web and use Foresquare API to extraction location details.

In this project, we start with defining a problem, identifying the needed data to answer the problem, analyze data to study its properties and give a conclusion to answer the business question.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Rio de Janeiro, Brazil to open a new Brazilian Restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: where would you recommend that they open it?

Target Audience

- travellers and residents who want to have an experience to try Brazilian Food.
- Business personnel who are planning to invest in a restaurant

The analysis is going to give a view of demographics before they decide to invest

Data

- Name of the 167 Neighbors, from web scrapping

https://pt.wikipedia.org/wiki/Lista_de_bairros_da_cidade_do_Rio_de_Janeiro

- Latitude and longitude coordinates of those neighbourhoods. This is required in order to plot the map and also to get the venue data
- Use Foresquare Data to obtain info about restaurants, We will use this data to perform clustering on the neighbourhoods.