

1. Introduction and business problem

1.1 Background:

Arica is a small city located at the North border of Chile, it has a estimated population of 202.131 hab. My brother is a No1 Coffee fan and in the last year he has been investigating about it in the region and found out that there are a very small amount of café in the city and almost none of them sells real quality Coffee. I decided to help him in his goal and apply all the knowledge that I had received in the IBM Data Science Course to find the perfect location to place a Café.

1.2 Problem to solve

The problem to solve is to find areas that fulfill the next conditions with the idea of find the best place to locate a Cafe:

- Be highly populated, more people mean more possible clients
- Low amount of cafe nearby, to fulfill an empty place and avoid competition

1.3 Target

The target is to help people who wants to start their own Cafe to find the best place in Arica, Chile to locate their shop, They will really care about this because is well known that the income that this kind of shop receive are highly related to the place in which they are located. So, this work will at least find the best place based on statistics and may increase the possible revenue that any owner could have.

1.4 Interest

This work will be of high interest for those people who wants to start its own Cafe in the region, and it may be of interest for people who want to make the same research in their city.