

PET CAFÉ IN LONDON

Submission for Week 5 Capstone Project,
The Battle of the Neighborhoods

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INTRODUCTION

Opportunity:

- Pet cafes an untapped market (7 outlets vs ~10,000 coffee cafes)
- Social isolation during lockdown has increased desire for interaction
- COVID-19 situation improving in London

Business problem: where should I locate the pet café in London to best balance accessibility, business prospects and costs?



DATA

London has a competitive café scene. Consumer patterns may also have shifted since the COVID-19 pandemic hit. Here are some considerations and datasets needed.

- **Popularity**
 - Assume that high density of F&B/retail outlets suggests a popular shopping and entertainment district where footfall would be high
 - Foursquare data
- **Competition**
 - Not near other pet cafes and good business prospects based on their existing businesses
 - Foursquare data and business data from Greater London Authority (GLA, data.london.gov.uk)
- **Accessibility to residents**
 - Persistence of COVID-19 pandemic means business from locals outweighs that of tourists
 - Population density from GLA, Wikipedia data
- **Affordability**
 - Assume rental prices increase closer downtown
 - Wikipedia data

METHODOLOGY

- Data acquisition and preparation
 - Web-scraping from Foursquare and Wikipedia
 - Importing from GLA database
- Exploratory data analysis and inferential analysis
 - Establishing locations of competitors (existing pet cafes)
 - Pearson correlation analysis to establish features that affect business outcomes the most
 - Verification against Wikipedia data on proximity to city center
- K-Means clustering to study borough profiles and establish which are popular F&B, retail and entertainment areas
- Conclusions and recommendation