



# COURSERA CAPSTONE PROJECT

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# Background

- Where to open a new independent pizzeria in San Antonio?



# Introduction

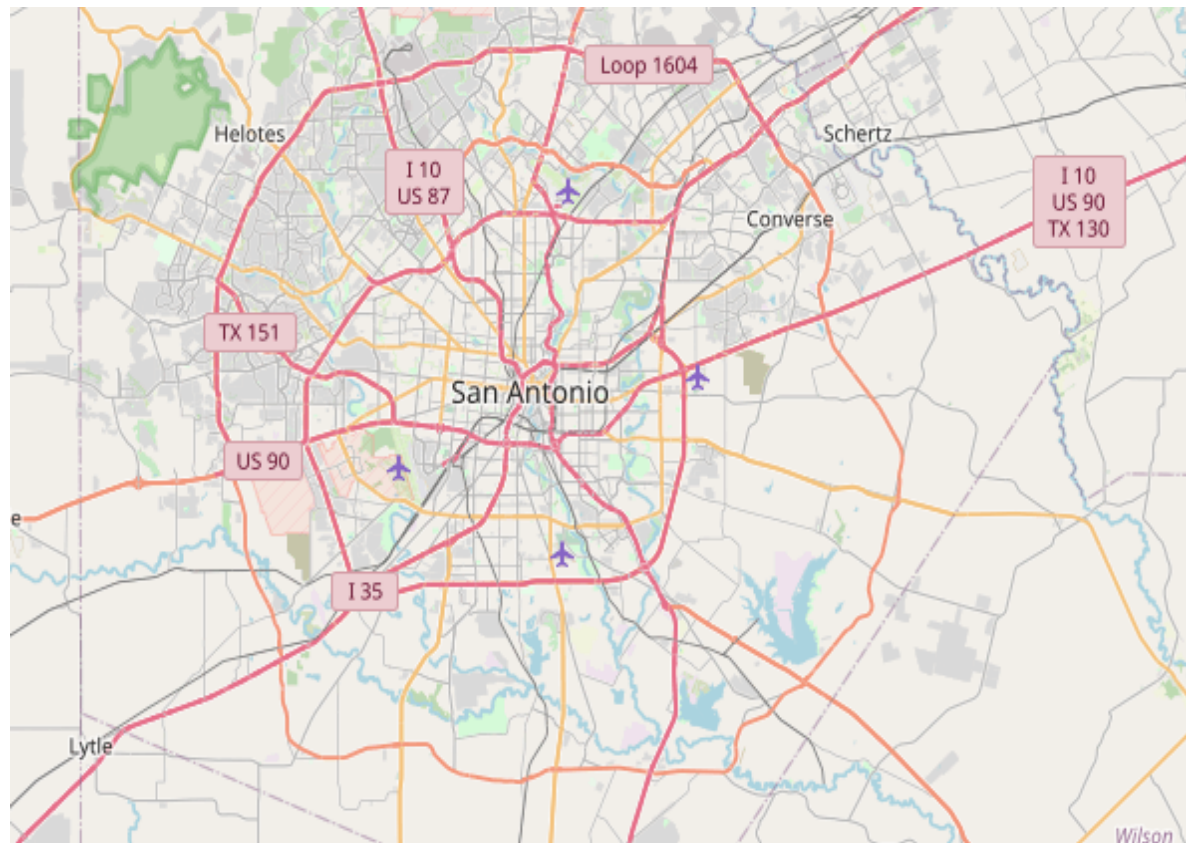
- Location is the most important aspect of a new restaurant
- Desired Qualities
  - Nice area of the city
  - Minimal direct competitors
  - Reasonable rent prices
- Analysis to use Foursquare API and Python Notebook to perform K-Means clustering

# Data

- San Antonio zip codes
- Foursquare venue information
  - Pizza Places in San Antonio (30 mile radius)
  - Latitude and longitude coordinates
- Python libraries for geocoding

# Methodology – SA Map

- Utilize Python geocoder library

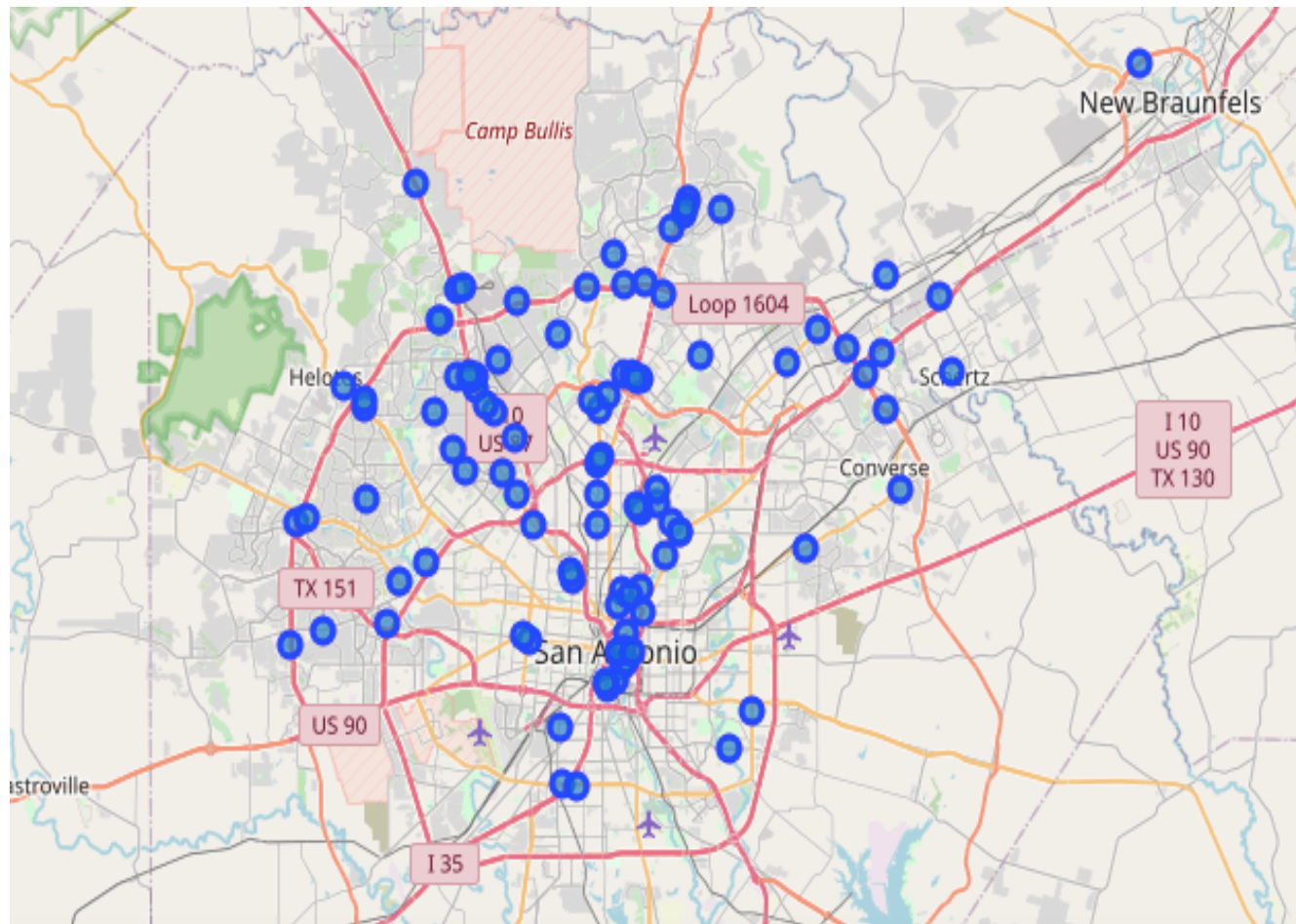


# Methodology – SA Pizza Places

- Utilize Foursquare API call
- 10 displayed below, 99 in total

	name	categories	lat	lng
0	Barbaro	Pizza Place	29.455675	-98.491693
1	DOUGH Pizzeria Napoletana	Pizza Place	29.519182	-98.507337
2	Florio's Pizza	Pizza Place	29.499785	-98.467363
3	Main St. Pizza	Pizza Place	29.447439	-98.494090
4	The Station Cafe	Pizza Place	29.417457	-98.490465
5	Pizza Classics	Pizza Place	29.456757	-98.479276
6	Pizza Italia	Pizza Place	29.575156	-98.439420
7	Grimaldi's Pizzeria	Pizza Place	29.495976	-98.478831
8	Stella Public House	Pizza Place	29.409961	-98.495550
9	Alamo Pizza	Pizza Place	29.385755	-98.532876
10	California Pizza Kitchen	Pizza Place	29.497705	-98.481490

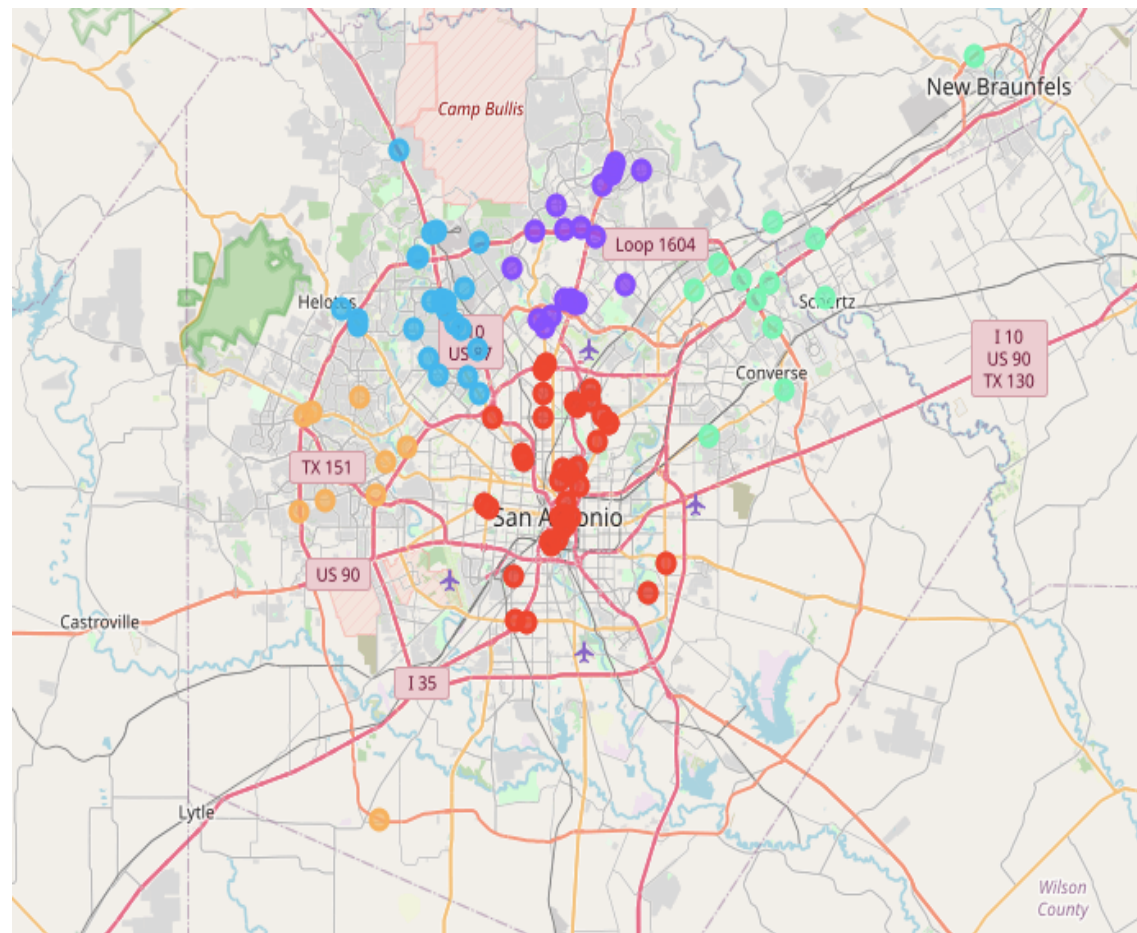
# Methodology – Plot Venues





# Methodology – K-Means

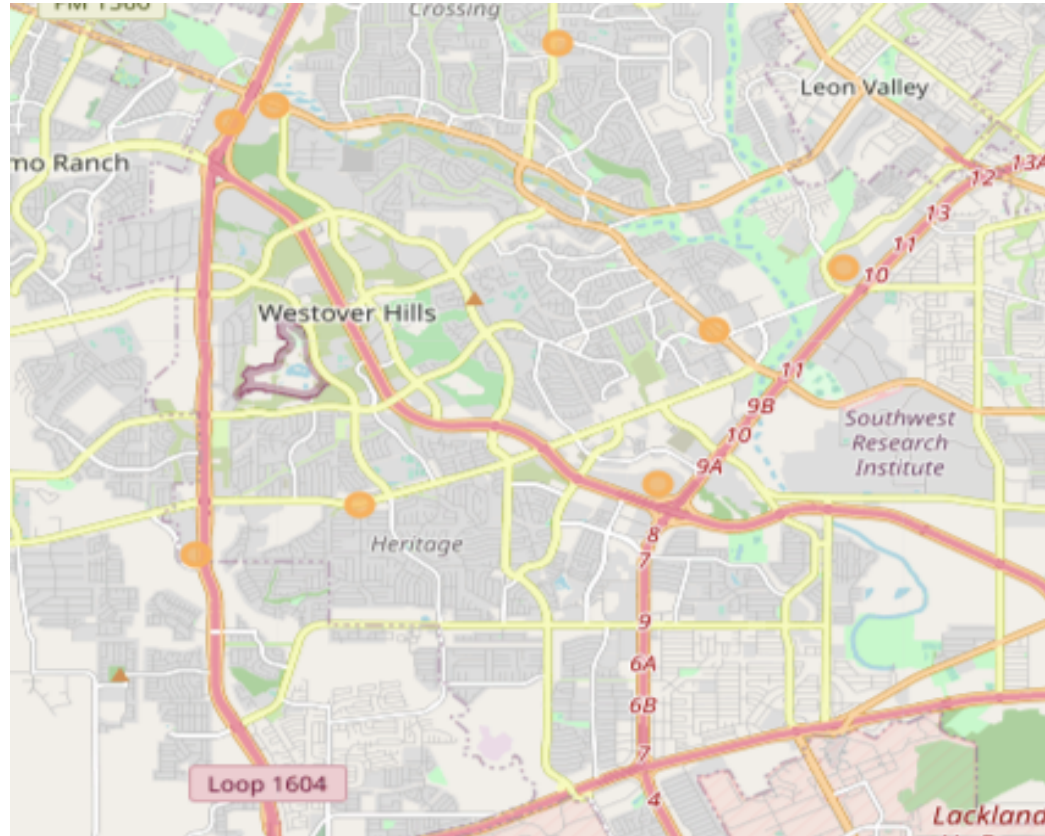
- 5 clusters applied





# Results

- Cluster 4 (Northwest SA) appears desirable due to low-density of competitors



# Conclusion

- Choose NW San Antonio to open a new independent pizzeria
- Attributes satisfied
  - Low-density of direct competitors
  - Attractive part of San Antonio
  - Reasonable rent prices



Thank you!