Opening a New Coffee Shop in Madrid

Capstone Project

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Introduction: Business Problem

Aim

Find the optimal location to open a new Coffee Shop for business travelers.

Actual situation

Madrid is a international city with hundreds of business travelers, coffee shops and hotels.

Distinctive

The coffee shop will have breakfast and lunch of real-food.

Data Information

Based on definition of our problem, for the project it is needed the following data:

- The number of menus restaurants that are in the same zone.
- The number of business hotels in the area.

To explore and target recommended locations across different venues I will access data through FourSquare API.
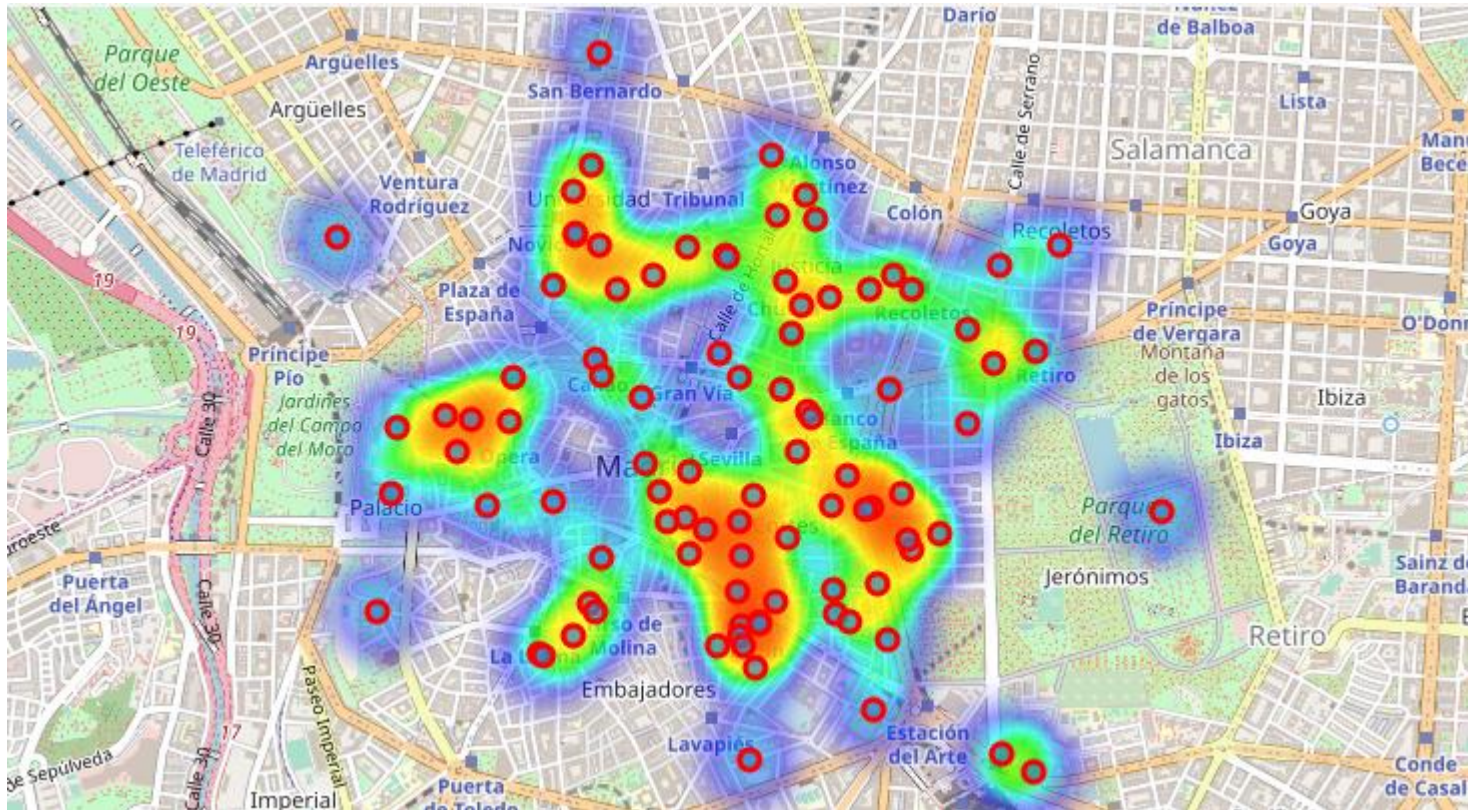
Methodology

The Methodology section will describe the main components of our analysis and predication system.

- Collect the Data about the coffees shops and hotels in Madrid.

- Explore and understand the data obteined with FourSquare API.

- Data preparation to find the nearby of the issues.

- Visualize the results.

- Obtein conclusions.

Results

After the analysis of the data, the following result is obtein. It shows he currently density of coffee shops and hotels in the city centre of Madrid.
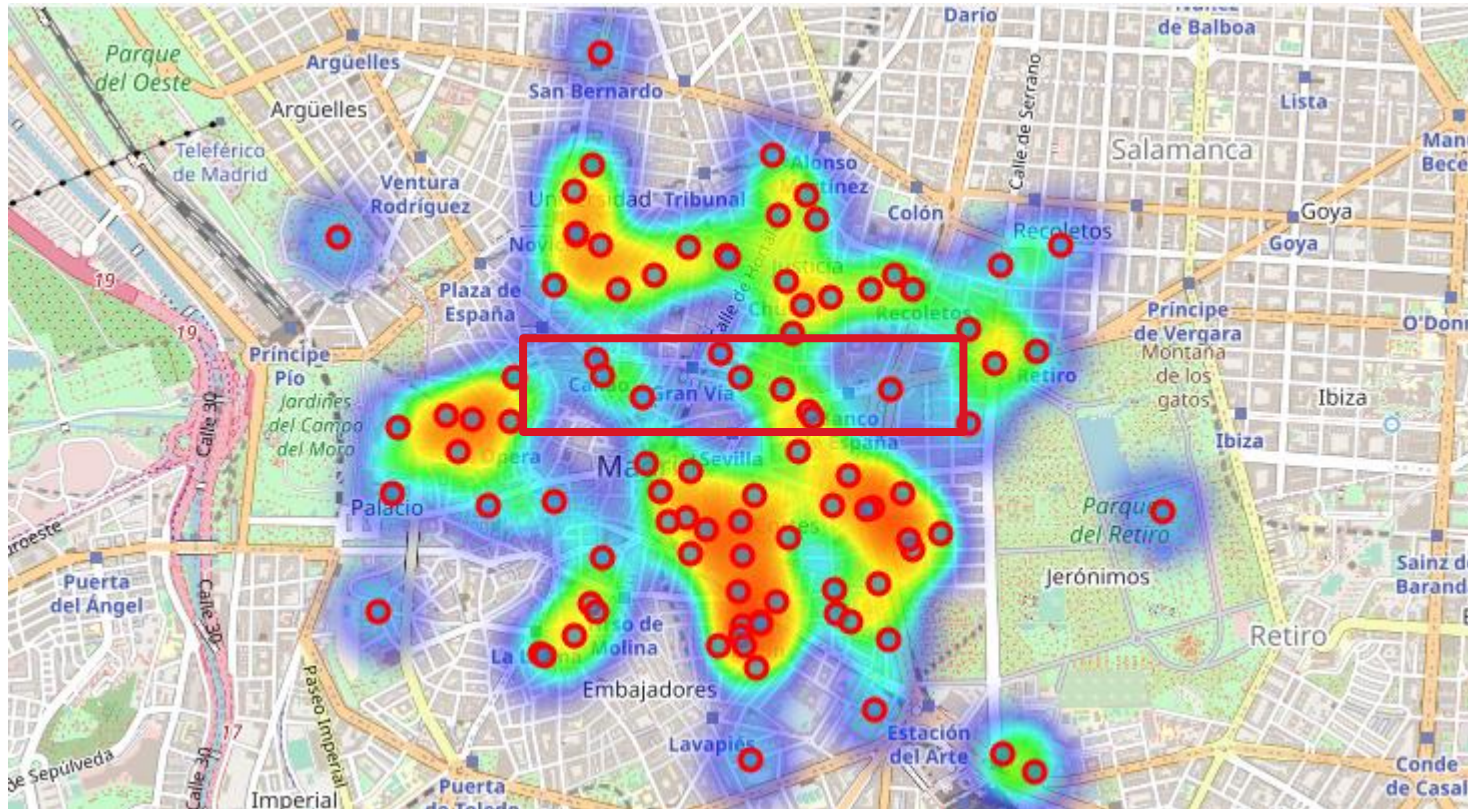
Results

In the south of the city is a huge density. That area should be avoid for the new Caffe.
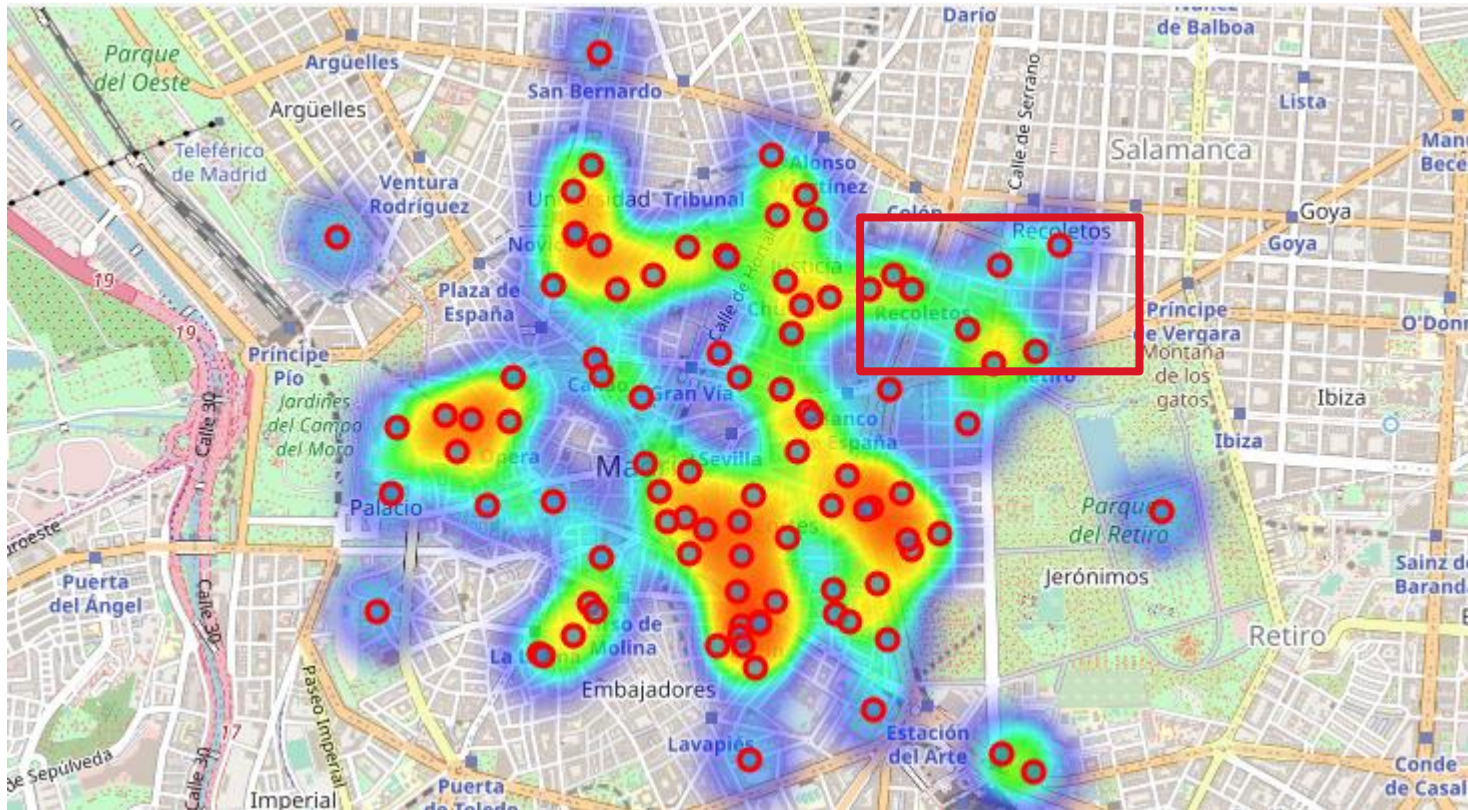
Results

Main Street of the city centre, but very expensive and not target group in the area.

Results

In this area there are good hotels and less coffee shops. It seems the **optimal place** to set up the coffee shop.

Conclusion

- The aim of the project was to achieve the perfect location to set up a new coffee shop in the city centre of Madrid. Data science tools were used to get the best optimal place.

- The target group of the coffee shop were business travelers, so the location of hotels and currently coffee shops in Madrid were gotten thanks the FourSquare Api application.

- After having all the necessarily information in a map, we were able to take a conclusion based on evidences.

- The best area to open the new coffee shop is in the Goya's neighbourhood (over Retiro's Park), where there are companies and business hotels and the currently density of coffees is low.