Coursera Capstone

Capstone Project - The Battle of Neighborhoods

Cannabis shop

Problem Statement

Cannabis has been legalized in Canada, Marijuana can be grown at home or bought. Canada is the first G7 country to legalize marijuana for recreational use; on Wednesday, the day after the approval, the companies that produce cannabis have recorded strong earnings on the Toronto stock exchange.

As an entrepreneur that wants to enter into this market in order to exploit the new opportunity, I need to better know the different strains of Cannabis available, in order to fill the right stock and to expand my culture on this subject. For this purpose, I'll use a database of all the existing strains together with their characteristics; with this dataset, besides performing some descriptive statistics analysis, I'll use machine learning techniques in order to try to forecast the strain type in function of their characteristics, this will show if the features are significantly different among the strains and can be used for predictions.

Moreover connecting with Foursquare API I'll download data in order to analyze the Cannabis market in Toronto and see if there is space to open a new activity.

This project can be useful also to cannabis users that want to expand their knowledge on the different strains and have to select a shop near their current place.

Target audience: -
Potential entrepreneurs that want to enter into the Cannabis Market and want to expand their Knowledge of the subject and see market opportunity in a certain geographical area, or Cannabis users looking for new strains to smoke and the nearest shops.

Stakeholders: -
1. Cannabis Consumers
2. Potential Cannabis entrepreneurs

Data Section

Following sources are used in order to develop the project.

- Data Item: dataset containing information regarding all the different strains of Cannabis plants.
- Format: CSV
- Description: strain name, type of strain, rating (from 1 to 5), Effects (list of adjectives), Flavour (list of adjectives), general description.
- This dataset was downloaded from: https://github.com/kushyapp/cannabis-dataset/tree/master/Dataset/Strains

- Data item: Foursquare Data regarding all activities resulting from a search in the Toronto area using the words Cannabis or Marijuana.
- Format: json
- Description: name, categories, address, city, country, postal code