

BEST LOCATION TO OPEN A CAFÉ IN SINGAPORE

CAPSTONE PROJECT - THE BATTLE OF NEIGHBORHOODS (WEEK 1)



OPEN A NEW CAFE

- Singaporeans love their coffee, you can find at least one café or more on each street.
- Nevertheless, this is not stopping Mike from wanting to open a café with his wife, as it has been their dream to own a café and work together to serve the best coffee in Singapore.
- With so much at stake, Mike is relying on us to find the best spot in Singapore to open his new café.



CRITERIA FOR BEST LOCATION

- Near to popular tourist spots in Singapore
- Near to businesses
- Near to public transport
- Not too many competitors nearby, especially those with high ratings

DATA DESCRIPTION

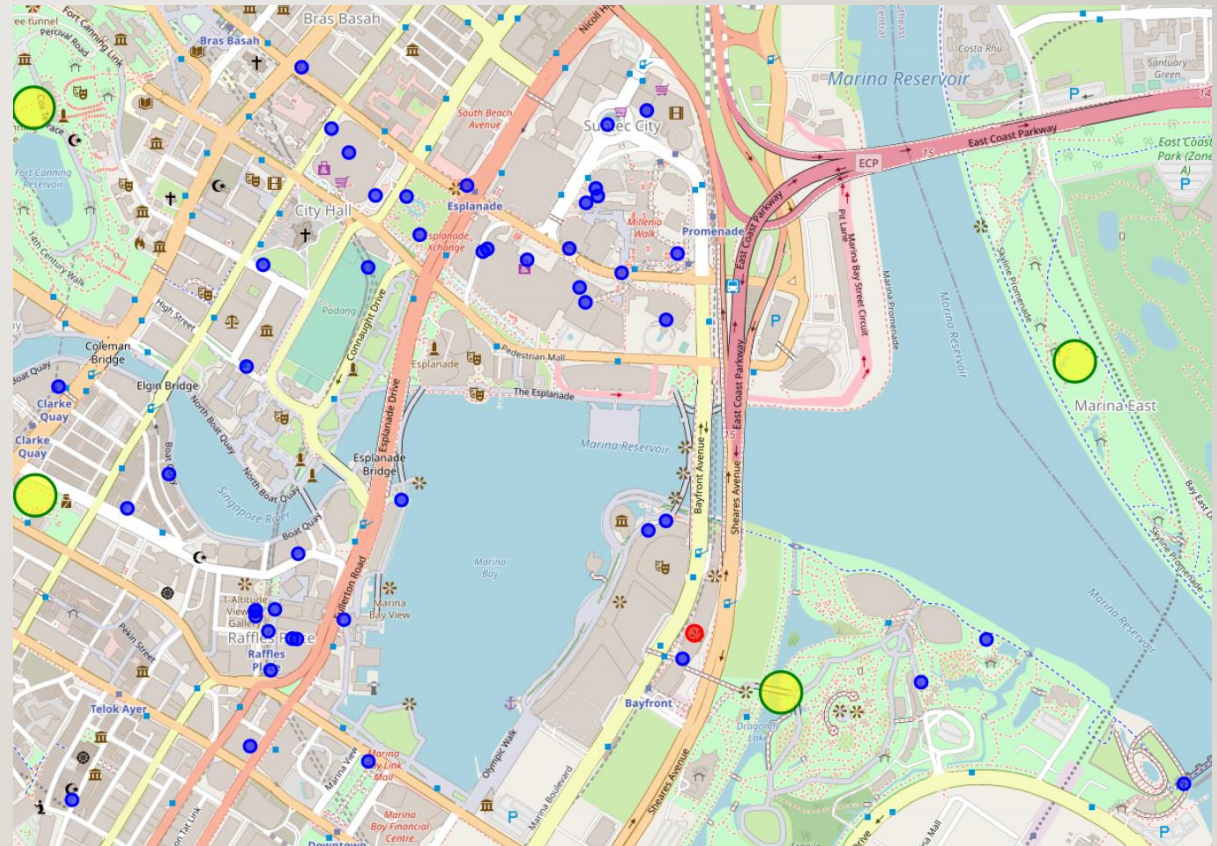
- To find the best location to open the café, we intend to use these for our analysis
 - Foursquare API – to obtain location information for our queries including tourist spots, nearby cafes and etc
 - Python – including Pandas library, Folium and etc. to work with the datasets
- With the datasets, I will plot them on the map and show the best area for Mike to open his café.

DATA DESCRIPTION - DETAILS

- I. Go to several websites and look for the most popular tourist spot in Singapore
 - Marina Bay Sands (MBS)
 - Use geolocator to find location of MBS - 1.2836965 103.8607226
- Search for cafes around MBS and plot them in the graph
- Search for nearby parks and gardens and plot them in the graph

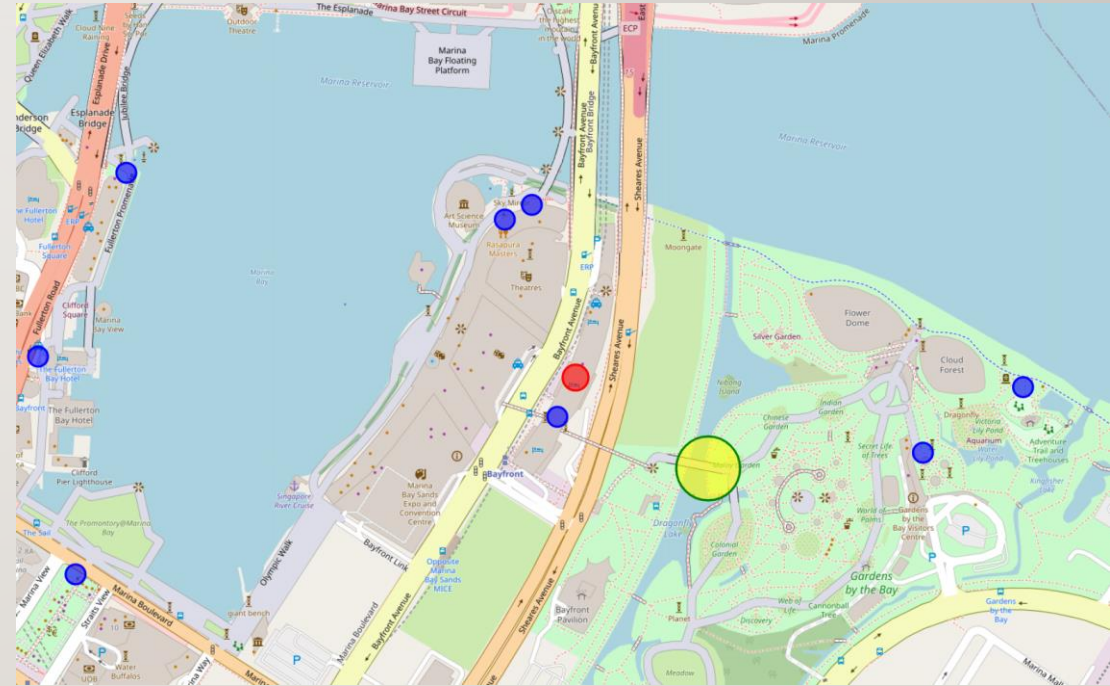
RESULT AND DISCUSSION

- MBS is marked red in the plot.
- Cafes are marked blue
- Parks/gardens are marked yellow.



RESULT AND DISCUSSION

- As we zoomed into the plot, we can see that there are a few cafes near MBS
- There is another famous tourist spot, Gardens By the Bay nearby
- It looks like there is not much competition in MBS, thus it is a suitable location to open a cafe



CONCLUSION

- We have managed to find the perfect location for Mike to open his cafe – inside MBS
- Find the best location to open his café is not that difficult, although other factors will need to be factored into consideration e.g. rental
- Foursquare was able to provide data on café but the information did not seem very comprehensive