**Capstone Project – The Battle of Neighborhoods (Week 1)**

**Introduction**

A friend of mine who has just moved to the Hermosa Beach neighborhood in California is looking to open up a coffee shop. After settling in, she’s noticed there aren’t that many places to grab a cup of coffee around town. To her surprise, there are only 1-2 Starbucks/Peet’s stores and only one other mom and pop place to get a cup of coffee within a mile of a town with over 20,000 residents and tourists passing through each day to enjoy the beach.

Given the great foot traffic near the Hermosa Beach pier combined with the increase in trend towards quality coffee purveyors, she sees this as a great business opportunity to open up her own coffee shop in Hermosa Beach.

She’s asked me to help her confirm her insight regarding the number of coffee shops in the area and to also help her find the best available retail space to open up her business.

**Data**

I told my friend that she was in luck because I had just learned how to leverage the location data from the Foursquare platform.

To confirm her hunch on the limited number of coffee shops nearby, I’ll pull all the venues from Foursquare within 1 mile of the Hermosa Beach Pier. From there, we’ll be able to see what the most common venues in the area are.

Second, I’ll search specifically for coffee shops nearby, but also broaden the criteria slightly to include cafes since those could be places where one could go to satisfy their caffeine needs. After scrubbing and analyzing the data set to include all the appropriate venues, I’ll put them all on a map so that she can determine whether the area is truly under-served in the coffee space.

If she determines to move forward with her business venture, I’ll help her pull the available retail space data from loopnet.com. We’ll filter and scrub the data since not all the available spaces are zoned for retail and/or will be too small or big for her business needs.

Finally, we’ll add the retail data to the map to help her visualize how far her potential business would be relative to the Hermosa Beach Pier and to other competitors.