

Coursera Data Science Capstone Project

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Introduction

- New Pizza Restaurant planned in Morris County NJ
- Gino's secret recipe will be a huge success
- Perform analysis to recommend best choices of location

Data

- Foursquare Venue data
- Latitude and Longitude data
- Population Size

Methodology

- K Means algorithm was used to Cluster towns
- Statistical technique to group similar towns together based on venue types

Most Frequent Venue Types

- Cluster 1 - Parks
- Cluster 2 - Home Service, Yoga Studios, Diners, and Farmers Markets
- Cluster 3 - Different restaurant types
- Cluster 4 - Beer Garden, Fields, and Convenience Store
- Cluster 5 - Farm and Yoga Studio

Recommendations

- Cluster 3 focused on Restaurants
- Reviewed towns with Italian Restaurants in the higher frequency but Pizza in the lower frequency
- Recommended Locations:
 - Wayne
 - Dover
 - Mount Freedom

Additional Details

- Analysis Report can be accessed at the link below

- https://github.com/dstarr7/Coursera_Capstone/blob/master/Capstone%20Project%20Report.pdf

- Jupyter Notebook with Code can be accessed at the link below

- [https://github.com/dstarr7/Coursera_Capstone/blob/master/Coursera%20Data%20Science%20Capstone%20Project%20submission%20\(1\).ipynb](https://github.com/dstarr7/Coursera_Capstone/blob/master/Coursera%20Data%20Science%20Capstone%20Project%20submission%20(1).ipynb)