Yoga Corporate Takevoer

Building a Healthy Empire in Los Angeles

Business Goal

Client wishes to purchase yoga studios in Los Angeles, and we are tasked with recommending targets matching the following criteria:

- 5 total yoga studios
- Relatively close together
- Closer to the ocean if possible

Data

We will use the FourSquare API to locate yoga studios in the LA area, including the following data:

1. Name of studio
2. Location (latitude / longitude)
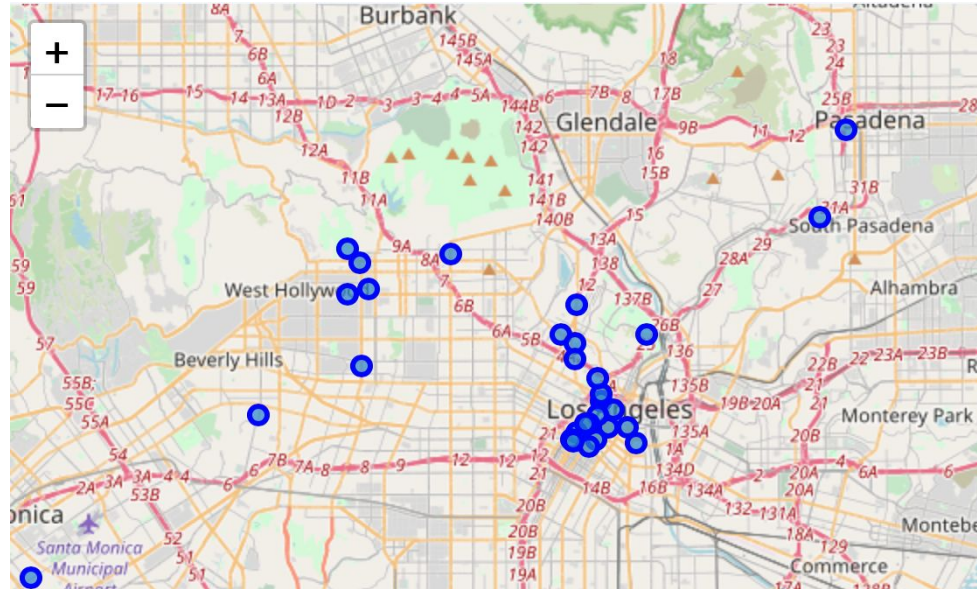3. Rating
4. Address

Methodology

1. Use FourSquare ratings to find "target" studios
    a. Assumption: lower-rated studios may be more willing to sell
2. Color code studios based on their ratings
3. Plot locations on a map to see where groups of yoga studios occur
4. Make recommendations based on the analysis

Results - Data Exploration

Results were inconclusive due to an unforeseen shortcoming.

Things started fine, plotting studios on the map for initial data exploration:

Results - Foursquare API Limit

Using our "free" Foursquare account, we are limited to 2 "premium" API calls per day, and obtaining ratings data on a Foursquare venue requires a premium call. After reaching our limit, Foursquare returns the following result:

{'meta': {'code': 429,

 'errorType': 'quota_exceeded',

 'errorDetail': 'Quota exceeded',

 'requestId': '5e9f1645211536002033fcd8'},

 'response': {}}

Results - Impact on Analysis

Without the ratings information, color-coding studios on a map to indicate potentially motivated sellers would not work. All of the studios had the same color

My code returned 0 for errored API results, and I had color-coded low ratings as green to indicate potential targets, so all studios appear green
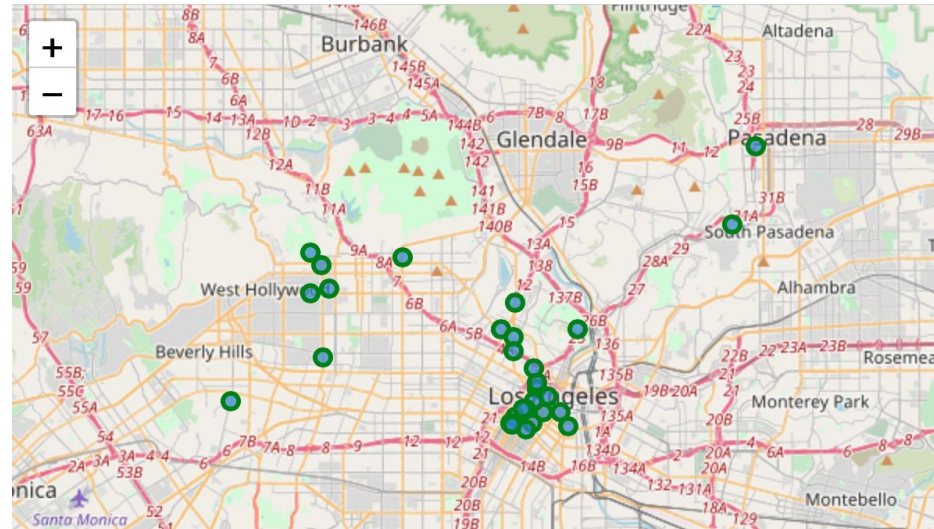
Discussion

This project failed due to a lack of available data. This was a failure in the planning stages, as I should have known that ratings data required premium Foursquare calls and those are limited. It may have been possible to use other data sources to try to complete the analysis, including other rating systems, real estate pricing data, or other.

It should be noted that in a "real world" scenario, I would have purchased a higher-level account from Foursquare to overcome the limited premium calls restriction.

Conclusion

The customer's requirements were to find 5 yoga studios in the Los Angeles area that are relatively close to each other, preferably closer to the coast, and prime targets for being purchased. I attempted to use ratings data from Foursquare to find yoga studios matching those requirements but with low ratings, indicating they may be willing to sell.

Unfortunately, rating information requires premium Foursquare calls, and I am limited to 2/day with a free account, so I was not able to use ratings data. This leaves us with only the customer requirements. I can use the map to see that there is a grouping of studios in West Hollywood and Beverly Hills that are closer to the coast than the remaining studios and recommend that my client start there. If that doesn't work out, there seem to be a lot of yoga studios in the downtown LA area and he can probably build his empire there.