Define the best location (neighborhood) in Fort Lauderdale city for a coffee shop to go

MARCH, 2020

Everyday people generate information about their daily activities, everyone have a digital footprint.

Business take some important decisions based on the information generated inside the business.

Geographical information is making differences in the ways we analyze markets and stablish strategies for the business

In this project the objective is to define the best location for a coffee shop at the Fort Lauderdale City

People who could be interested in this Project, someone who is:

Looking to start their first coffee shop

Looking for a new location for a coffee shop existent

Looking for expand the business to a new local

INTRODUCTION / BUSINESS PROBLEM

DATA

At this Project the most important information comes from these sites:

- Foursquare: https://developer.foursquare.com/places

- Fort Lauderdale Site Address: http://data-fortlauderdale.opendata.arcgis.com/datasets/site-address-points-address

- Fort Lauderdale Zoning Districts: http://data-fortlauderdale.opendata.arcgis.com/datasets/zoning-districts-land-use-planning?orderBy=ZONEDESC

- Fort Lauderdale Airport's Traffic: https://es.wikipedia.org/wiki/Aeropuerto_Internacional_de_Fort_Lauderdale-Hollywood#Estad%C3%ADsticas
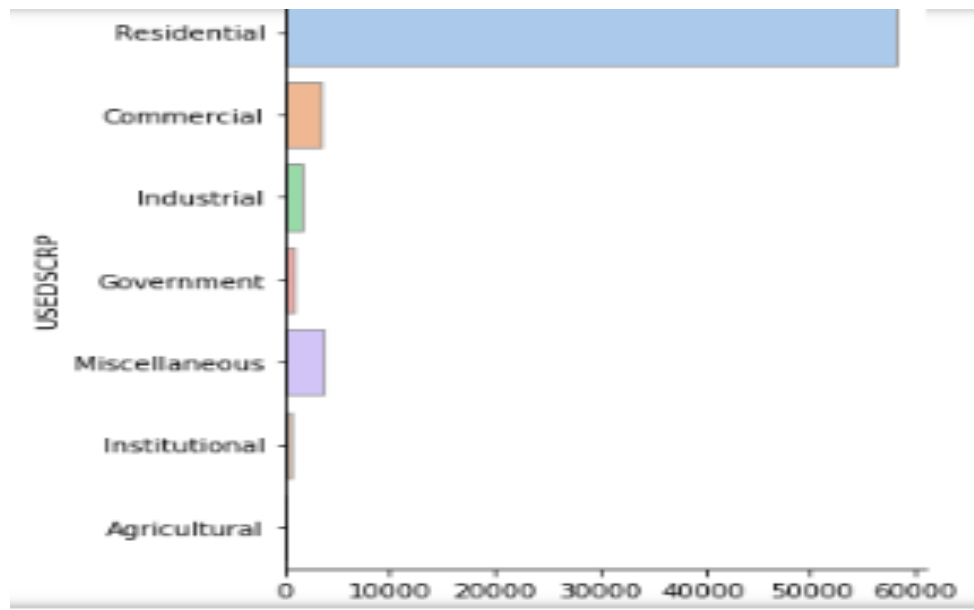
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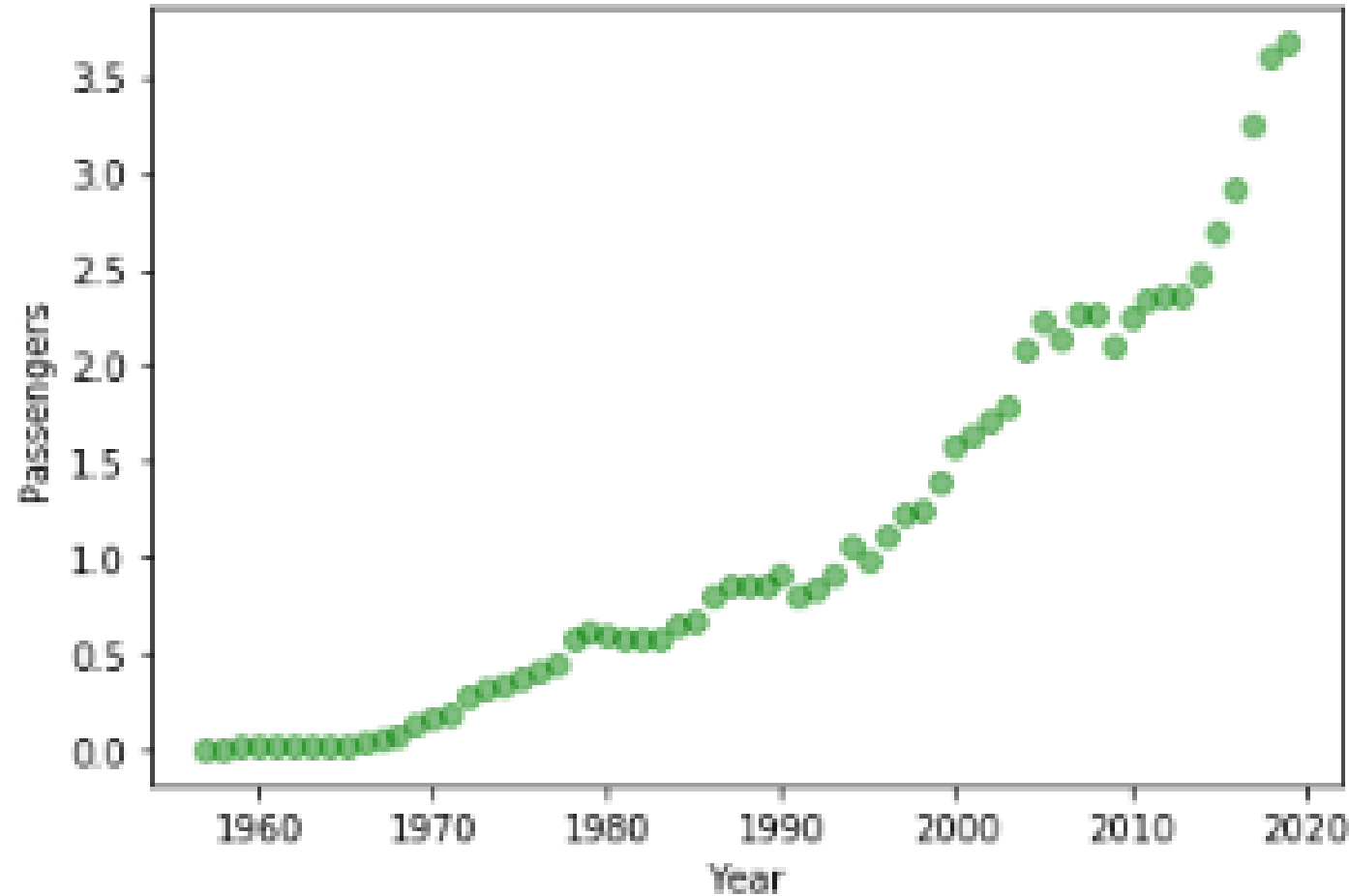
- It's notable that there is an exponential behavior, and we have the insight that with that traffic at the airport there must be many passengers in and out, potential clients, even if they are not staying at the city, if they rent a car nearby to travel to the surroundings, there is potential for us.

LAND USE

- At the other hand, we can appreciate that there are many residential lands (condo unit and parcels), there is also a Commercial, Industry , Government lands, that may implicate that people has to move throw the city to attend their Jobs, or schools, or to do diligences at the city.

- Our potential clients will be the ones that are used to drive for long distances for their daily activities.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Bal Harbour	Restaurant	Mexican Restaurant	Health & Beauty Service	Jewelry Store	Furniture / Home Store	Grocery Store	Arts & Crafts Store	Optical Shop	Motel	Paper / Office Supplies Store
1	Bay Colony	Frozen Yogurt Shop	Harbor / Marina	Pharmacy	Canal	Fast Food Restaurant	Soccer Field	BBQ Joint	Lake	Gym	Pool
2	Bay Colony Club	Pool	Italian Restaurant	Canal	Sushi Restaurant	Women's Store	Dive Bar	Food Truck	Food	Flower Shop	Fast Food Restaurant
3	Bermuda Riviera	Hotel	American Restaurant	Residential Building (Apartment / Condo)	Seafood Restaurant	Coffee Shop	Bank	Pharmacy	Clothing Store	Chinese Restaurant	Restaurant
4	Beverly Heights	Italian Restaurant	Mexican Restaurant	American Restaurant	Bar	Bakery	Ice Cream Shop	Asian Restaurant	History Museum	Liquor Store	Beach
5	Boulevard Park Isles	Scenic Lookout	Women's Store	Discount Store	Food Truck	Food	Flower Shop	Fast Food Restaurant	Falafel Restaurant	Electronics Store	Dry Cleaner
6	Breakwater Surf Club	Beach	Art Gallery	Surf Spot	Harbor / Marina	Women's Store	Dog Run	French Restaurant	Food Truck	Food	Flower Shop
7	Central Beach	Hotel	Beach	Hotel Bar	Mexican Restaurant	American Restaurant	Gym	Restaurant	Seafood Restaurant	Bar	Clothing Store

GROUPED VENUES BY NEIGHBORHOODS

For selecting the group of Neighborhoods that adjust to our objective, we need to look for some similarities, so we first group the common venues at each neighborhood to have a base in which compare.
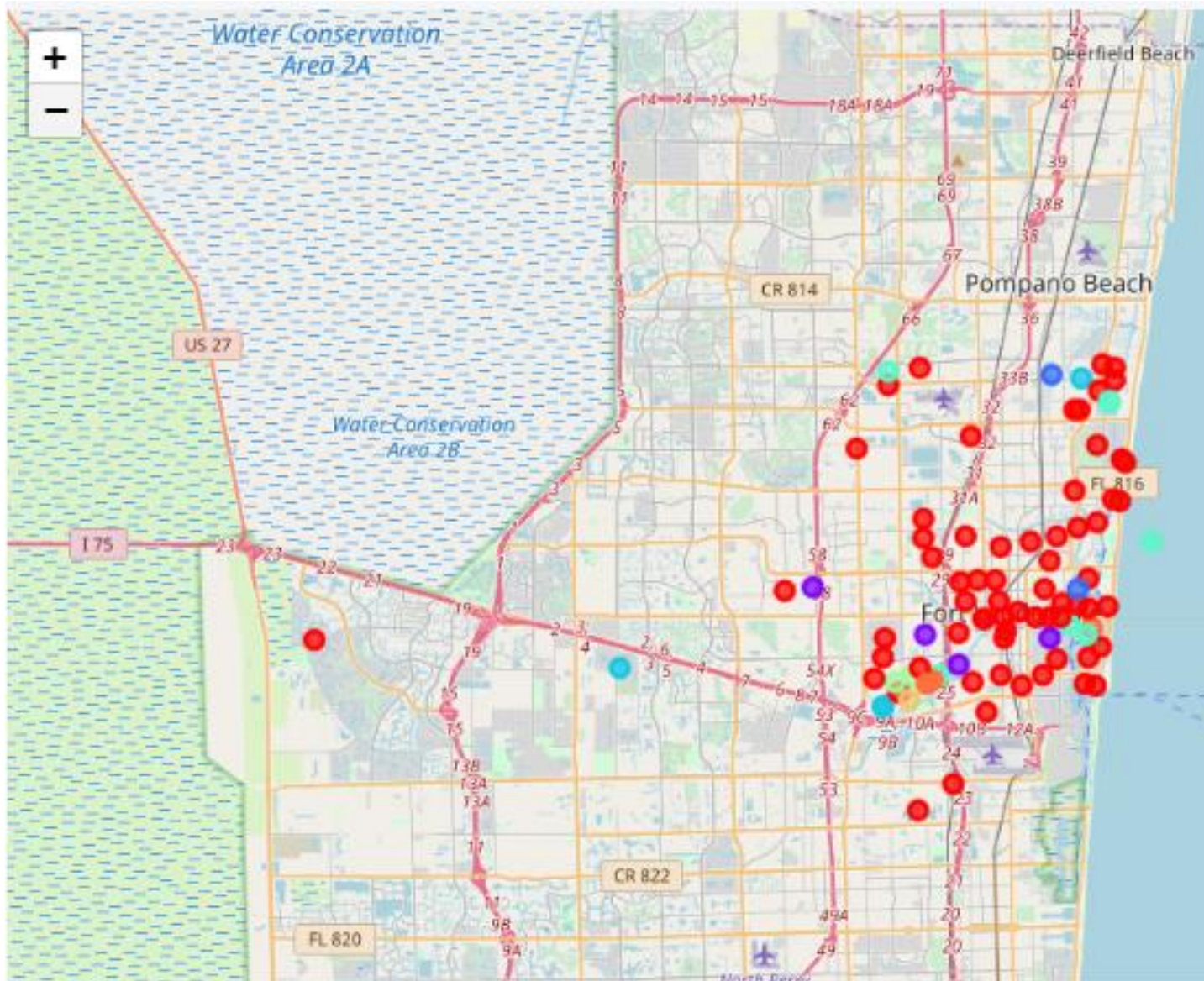
CLUSTERING WITH K-MEANS

We can appreciate how the model has grouped the Neighborhoods in the city, the Red Points represent the Cluster 4, which is the one with the venues that we are looking for, because they have some relationship with potential clients.

After applying the Cluster Technique, we have identify one cluster of Neighborhoods, so we can concentrate in the Neighborhoods with the most potential.

If we don't want to start the business with competitors: Harbour Inlet or South Lauderdale Beach.

Or if the service/products can compete we can consider other neighborhoods like:

Poinciana Park or Harbour Drives or Harbour Isles.

CONCLUSIONS AND RECOMMENDATIONS

It's important to have in mind, that this is just a part of a bigger analysis, that any stakeholder should take in consideration.

To make a healthy decision, there are other facts that should be take in consideration according with the land spaces/buildings available to place the coffee shop, like the accessibility, the security and other important features of the neighborhood that can impact at the Brand, or that can increment the operational cost, the taxes, etc.