Capstone Project: Coffee Shop in Milan

Introduction

Milan is the economic capital of Italy, it is also one of the most beautiful city of world, it newer sleep and there is a lot of things to do every hours. Every day a lot of tourist, after a long walk, would like to take a rest and drink a good Italian espresso.

Therefore a good business opportunity is to open a coffee shop near one of the most famous places to see, but in an area that offer growth possibility.

The question is where would you recommend to open it? The business problem is that in order for a coffee shop to be profitable, there must be enough customers. It is not worth to open a new coffee shop in the immediate proximity of existing ones.

Business Problem

The goal of this project is to analyze and select the best locations in Milan to open a new coffee shop. Using data science methodology to provide business solution.

Let's also make sure that audience is explicitly defined to be the local entrepreneur in Milan and they care about this problem because the location of the new coffee shop has the significant impact on its revenue and they want this to be a successful one.