

A decorative graphic on the left side of the slide consisting of white and light blue lines and circles, resembling a circuit board or a stylized tree structure.

COURSERA CAPSTONE PROJECT

THE BATTLE OF NEIGHBORHOODS: COFFEE SHOP ON MILAN

By Carmelo Ettore Viscosi

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.
- so can we ask ourselves where it would be convenient to open a new coffee shop?

BUSINESS PROBLEM

- The objective of this project is to analyze and select the best locations in Singapore to open a new coffee shop. Using data science methodology to provide business solution.
- The project goal is to aim entrepreneurs interested in opening a new business in the center of Milan

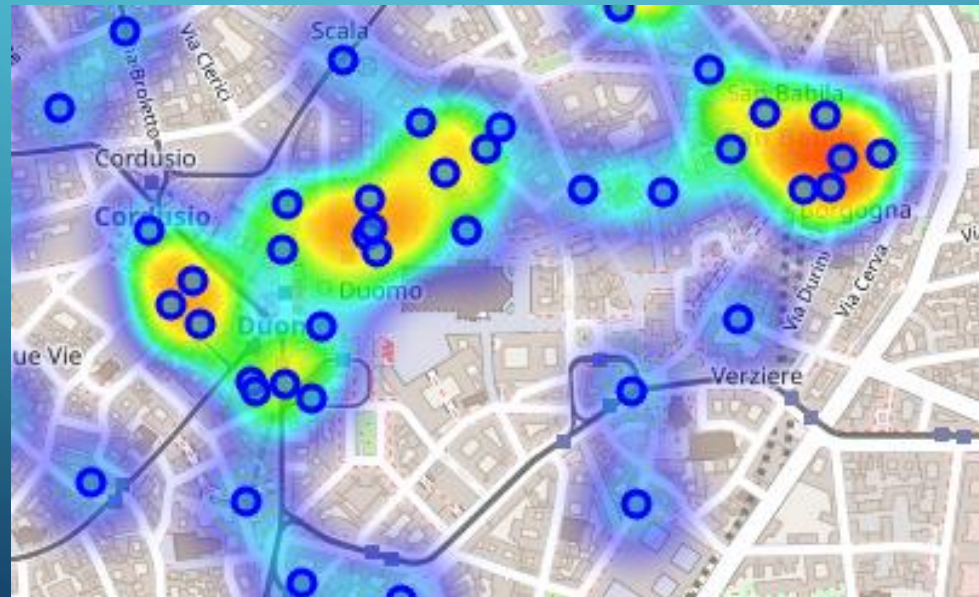
DATA

We focus our analysis on the coffee shop category. We get the data as JSON from FourSquare API and then we put the interested features in a pandas dataframe that will be binded on a Folium Geographic Information System. Every row of dataframe represents a coffee shop, its location and a short description of what it offer.

	uid	name	shortname	address	postalcode	lat	lng
0	58b5d3364e31c52f888a0bed	Starbucks Reserve Roastery	Coffee Shop	[Piazza Cordusio 3 (Via Orefici), 20123 Milano...	20123	45.464920	9.186153
1	5485c0d7498e225e0587b79b	Panini Durini	Sandwiches	[Via Mengoni 4, 20121 Milano Lombardia, Italia]	20121	45.465238	9.188590
2	59c2232bd48ec17dd4178369	Lavazza Coffee Design	Coffee Shop	[Piazza San Fedele, 2, 20122 Milano Lombardia,...	20122	45.466274	9.190975
3	576828cc498ec1d7fb395d70	Caffè Napoli	Café	[Via Gaetano Giardino 1, 20123 Milano Lombardi...	20123	45.462816	9.189023
4	4be181c240d676b02de504ee	Princi	Bakery	[Via Speronari, 6, 20123 Milano Lombardia, Ita...	20123	45.463029	9.187968

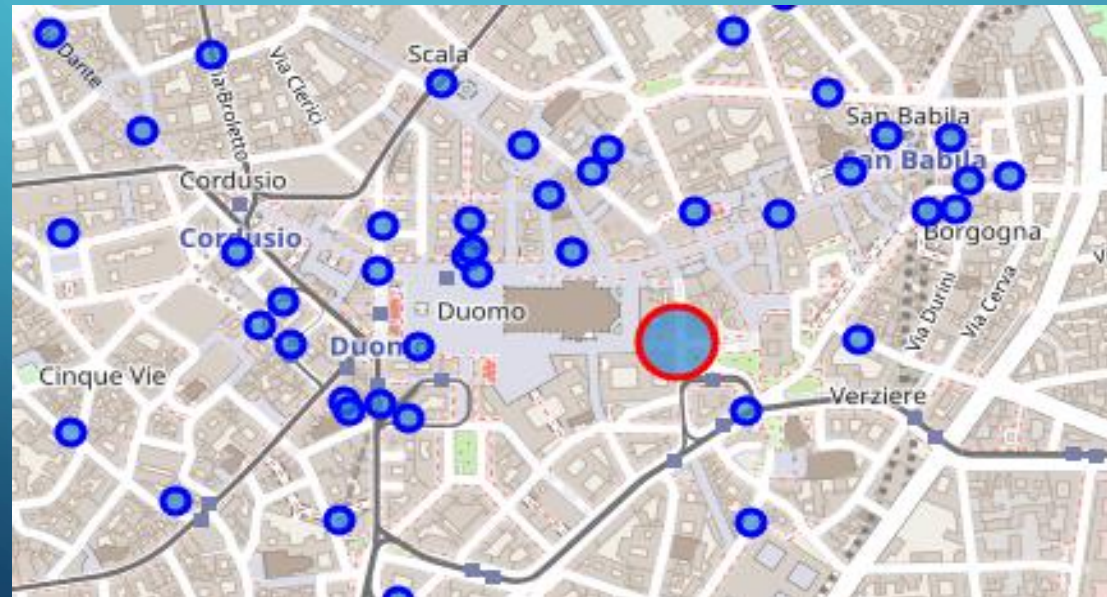
METHODOLOGY

We can analyze the map of Milan and with the help of heatmap-based kernel density estimation we can verify the area where there is a low influence of other coffee shop.



RESULTS

Based on the map result we can locate as a good location for new coffee shop the south-west side of Duomo Cathedral where which is an entrance to center and where is a lot of shop and office.



DISCUSSION

As shown on the map, there is no coffee shop on Piazza Fontana and in the nearby. This represents a great opportunity and high potential area to open a new coffee shop as there is very little to no competition from existing coffee shop.

CONCLUSION

- With data science methodology we can take heterogeneous data and analyze it to show the best location for a new business opportunity.
- The analysis can be improved by adding data such as the proximity of schools or shopping centers and the connection with public transport



THANK YOU