

WHERE TO LOCATE A CAFE IN LONDON?

COURSERA CAPSTONE

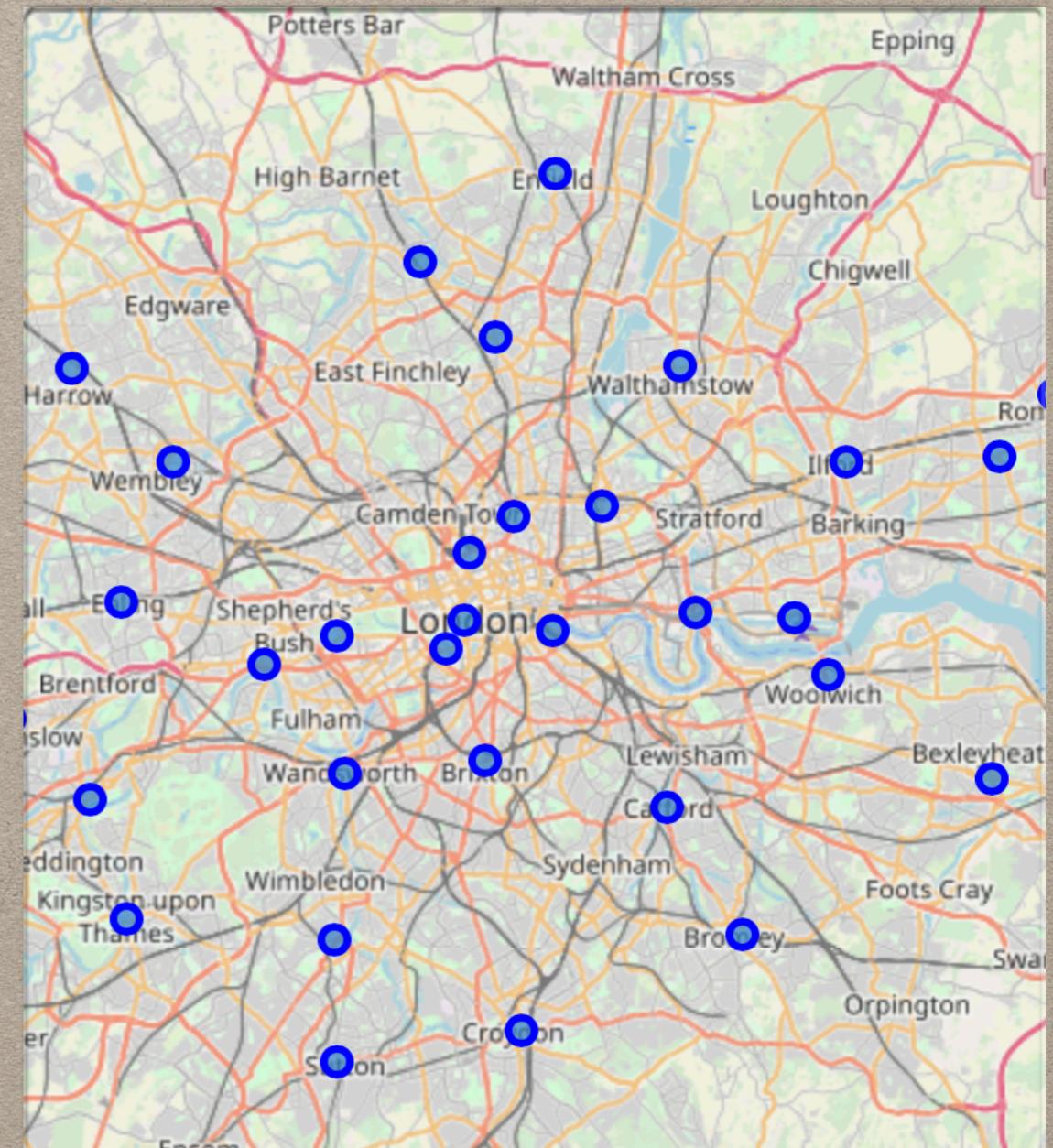
OBJECTIVE

- The main objective is to find the best location for a cafe in London
- Additionally of the location, some basic characteristics will be determined



METHODOLOGY

- Using the Beautiful Soup and Folium libraries in Python, London will be divided in boroughs
- Using the Foursquare API, popular venues with their ratings will be extracted
- Tips made by users in Foursquare will be used to obtain qualitative information about the venues
- The best location will be the borough with highest ratings



DATA

- There are 31 boroughs in London
- There are 175 venues in London under the category of Cafe or Coffee Shop

	Borough	Borough Latitude	Borough Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
7	Barnet	51.625200	-0.151700	The Atrium	51.624726	-0.151933	Café
10	Barnet	51.625200	-0.151700	Oakleigh Cafe	51.623412	-0.154899	Café
70	Brent	51.558800	-0.281700	Moulin Cafe	51.561989	-0.281166	Café
137	Bromley	51.403900	0.019800	Patisserie Valerie	51.405164	0.016470	Café
155	Camden	51.529000	-0.125500	Half Cup	51.527838	-0.124951	Café
184	Camden	51.529000	-0.125500	Fork - Deli Patisserie	51.525848	-0.125651	Café
188	Camden	51.529000	-0.125500	Bloomsbury Coffee House	51.525282	-0.126495	Café
189	Camden	51.529000	-0.125500	Drink, Shop & Do	51.531397	-0.121203	Café
240	Camden	51.529000	-0.125500	Upper Fleet	51.526349	-0.129639	Café

RESULTS

- This table shows a descriptive analysis of the boroughs
- The average borough has a rating of 7 and holds 5.2 cafes or coffee shops
- The best borough has a rating of 8.2, which is the borough of the city

	Ratings	Number
count	31.000000	31.000000
mean	6.999675	5.193548
std	0.724255	3.867983
min	5.800000	1.000000
25%	6.400000	2.000000
50%	6.957143	4.000000
75%	7.683333	7.000000
max	8.200000	16.000000

RESULTS

The list of venues was filtered with the ones with rating above 8.5 and the ones with rating below 6 to obtain comments of the best and worst venues.

	text	agreeCount	disagreeCount		id	user.firstName	user.lastName	user.gender	user.id
0	A coffee shop which will serve you cocktails, beers and spirits, as well as tea and hot chocolate until 10pm. Great idea, cosy atmosphere, staff super friendly!	1	0	58d5a5d9b6e67d64320ee2b0	Luc		Deniset	male	50277001
1	Very friendly service. The espresso martinis are airy & scrumptious. Fast wifi. Surprisingly diverse menu of coffee based cocktails! Great place to hang out.	0	0	59674efdfc9e9459952f5fd8	Foxy		B	none	83995099
	text	agreeCount	disagreeCount		id	user.firstName	user.lastName	user.gender	user.id
0	Absolutely lovely venue. Great coffee, large selection of snacks at decent prices. One of our sandwiches took a bit long, but the staff profusely apologized and gave us three full loyalty cards. <3	2	0	598474d106fb603e72a87a6a	Pascal		Hartig	male	161031
	text	agreeCount	disagreeCount		id	user.firstName	user.lastName	user.gender	user.id
0	This is the worst Costa, they had run out of skimmed milk and marshmallows!	0	0	50e746c4e4b0979c892af716	Anjli		Kothary	female	31707031
	text	agreeCount	disagreeCount		id	user.firstName	user.lastName	user.gender	user.id
0	I like this place a lot. Friendly staff, decent coffee too! Well located for shops and the rail station.	1	0	594e948b1c675b5d7884651f	Paul		Smith	male	146775454
1	Great service and friendly staff. A certain barista can be shy with the milk, check your coffee before you leave.	0	0	53ef1491498edb0047cf917e	Martin		Barnes	male	56171737
	text	agreeCount	disagreeCount		id	user.firstName	user.lastName	user.gender	user.id
0	great coffee and cakes, the place seriously needs a better ventilator for their kitchen though.	0	0	597b920193bd637d9181b138	Edwin		Tan	male	13873341
1	Great tasting coffee and calming atmosphere	0	0	58d69a7ba9133064a5e8b97d	Brendan		Arndt	male	82300
	text	agreeCount	disagreeCount		id	user.firstName	user.lastName	user.gender	user.id
0	I really like the muffins here. They have different and interesting choices. The orange and almond is yummy.	1	0	536f7ed711d23e6c331e67ae	An		Kka	none	77119588
1	Excellent coffee. Had a baked cheese cake which was really yum. A must for coffee lovers	0	0	53810d64498e5e44a0f0a886	Peter		May	male	85505588

DISCUSSION

- The boroughs with the highest ratings are located near the centre of the city, while the boroughs with the worst ratings are near the edges
- The best rating venues are independent coffee shops, while the ones with worse rating usually belong to a franchise
- Users tips converge that a good coffee venue should have great quality coffee, a wide option of food, friendly service and good atmosphere
- The negative comments are related of not having enough milk

CONCLUSION

- The place to locate the cafe has to be near the city centre: City or Westminster
- As an independent cafe, it has to be insured a good quality coffee and to have friendly staff. Having different options in the menu and a cosy atmosphere will also help to be successful
- Never run out of milk