Coursera Capstone Project : Applied Data Science

1. Introduction

Opening cafes in metropolitans have been a favorite investment tool of investors for too long years now.

Likewise that, this business sector has been mostly chosen by the investors, but not all this investment story ends well.

2. Business Problem

"Especially, during the pandemic period(2019-2020-2021), 25% of cafes have closed due to economic reasons in Istanbul Turkey" said Kaya demirer who is the president of Tourism Restaurant Investors and Gastronomy Enterprises Associations.

Even though the pandemic effect is the main reason for this problem, even before the pandemic, in some neighbors, it is common to see owners of shops has been changed 4-5 times per year.

'One of every two restaurants opened in Turkey closed in its first-year' said Korhan Erçin who is the sales director of Yemeksepeti.

Yemeksepeti is an online food delivery company and currently operates in 70 cities in Turkey and Cyprus, with more than 35,000 member restaurants, 18 million users, and 520,000 daily orders.

In my opinion, especially when taking into account development in Data Science tools and their application, it will be beneficial for future investors to observing cafe's and restaurants data from the perspective of Data Scientist.

3.Data

To analyze cafe's in Istanbul we will need;

- Neighbours in Istanbul
- Longitude and Latitude of Istanbul's Neighbours
- Restaurants and Cafe's in Istanbul's Neighbours and their Locations

Luckily, I've found the first two in the same CSV file in GitHub, after researching Istanbul's Neighbours data. For the third, we will connect to the foursquare developers interface with developers API.

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