Using Applied Data Science to Find Ideal Locations to Open a Coffee Bar

# Introduction

## Background

For the Applied Data Science Capstone project, I have a client who wants to expand their business by opening another coffee bar in the Toronto area. The client would like to be the only coffee bar on the block or street to limit their competition. Location is always an important factor in whether a business succeeds or fails.

## Business Problem

The objective of the project is to find the best location for the client to open a new coffee bar in Toronto. Data science methods and machine learning methods like clustering will be used in this project to answer the question: If an owner of several coffee bars wants to open a new location in Toronto, where would this location be?

## Target Audience

The target audience is for an owner that is looking for a new location for an additional coffee bar.

# Data

The following data will be needed to solve the problem:

* Neighborhoods in Toronto
* Latitude and longitude of the neighborhood.
* Venue data related to coffee bars

## Extracting Data

* Using Wikipedia to scrap Toronto neighborhoods
* Using Geocoder package to get the latitude and longitude
* Using Foursquare API to get venue data