Coursera Capstone

IBM Applied Data Science Capstone Week 4

Open Coffee Shop in Cracow, Poland

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1. Introduction

Visit in coffee shop is associated with relax and meeting with friends or family. In this time can rest from everyday life. People like places like that so there will be plenty of demand for such places. Living in Cracow is focus about central location of city. In some areas missing an atmospheric café (By writing atmospheric I do not think about chain of cafes.

Business Problem

The objective of this project is to analyze the best locations in the Cracow to open new coffee shop. Using data science and machine learning methodology like clustering this project try to answer the business problem: Where is the best area in Cracow to open new coffee shop?

Target Audience of project

This paper can be useful to everyone who thinking about open own business with coffee shop.

2. Data

Requirement of data:

- List of neighborhoods in Cracow,
- Latitude and longitude coordinates of these neighborhoods,
- Venue data

Source of data:

- The Wikipedia page contains a list of neighborhoods in Cracow,
- Foursquare API to get venue data for these neighborhoods

In this project will go through some data science abilities from web scraping (from Wikipedia), connect with API (Foursquare), data cleaning and wrangling, use machine learning algorithm and on the final visualize on map. In the next point, will be presented methodology.