Location Analysis for a New Bar Business in Boston

Coursera - Applied Data Science Capstone

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Project goals and results achieved

▶ **Goal:** The goal of this project was to produce useful data about the existing bar scene across 26 neighborhoods in Boston to use as input to a feasibility study regarding opening up a new bar in Boston.

▶ **Methodology:** The methodology used to get the information about the number and type of bars in Boston neighborhoods is sourced from the FourSquare API.

▶ **Results**: Valuable data was generated from the analysis. The count and type of bars in each neighborhood was determined. Similar neighborhoods were grouped together using a clustering analysis.

▶ **Conclusion**: Ultimately, additional data is required before a decision about which neighborhood to locate a new bar can be made but this is a great start in the decision process!

Results: Existing bar count by Boston Neighborhood

Boston Neighborhood bar count
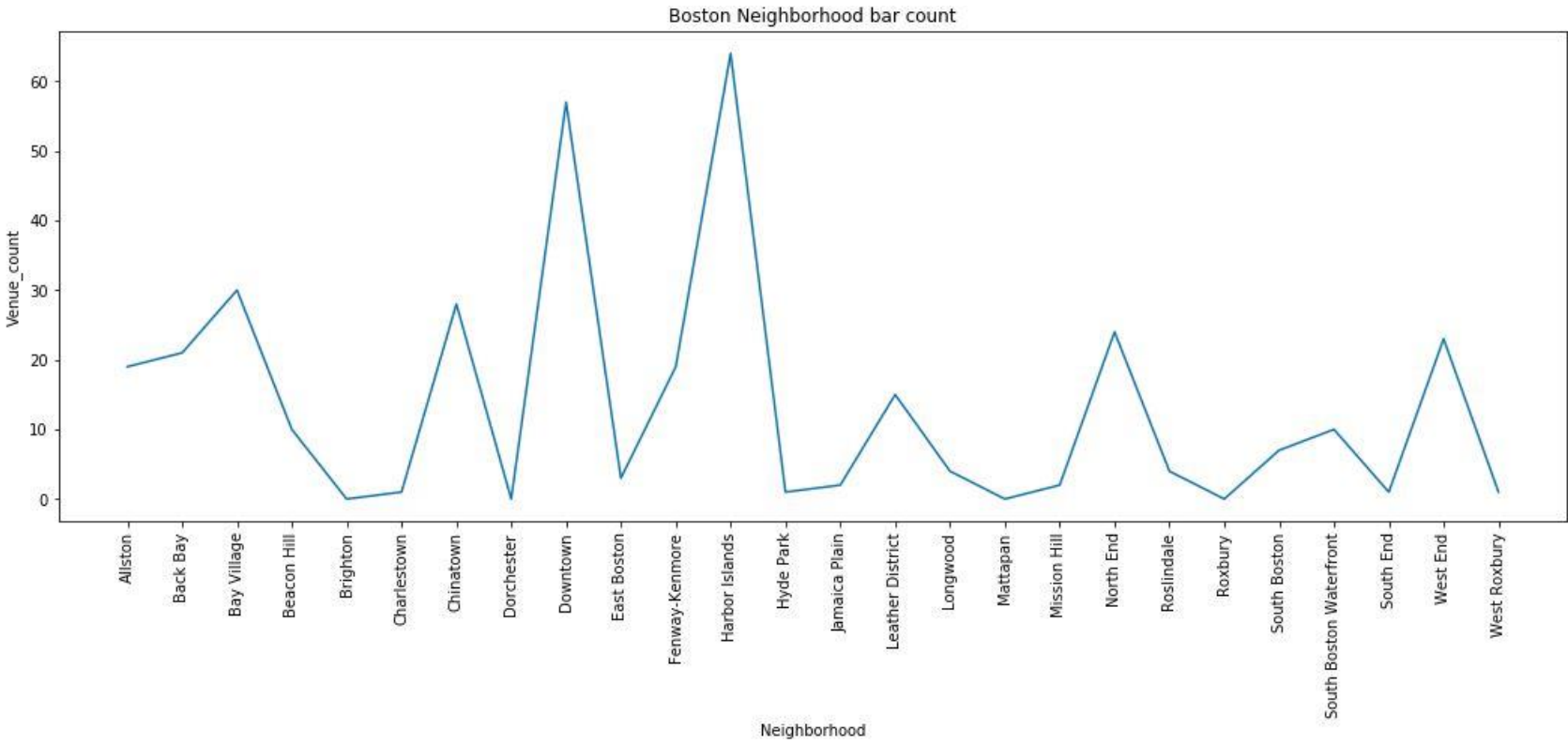
Results: using k-means clustering – 5 clusters defined for 26 Boston neighborhoods – answers the question : which neighborhoods are similar in terms of the existing bar scene?