New entertainment in Montréal

Capstone project of IBM Data Science Professional Certificate from Coursera

**Jéssica S. Martins**

June 2020

Business problem

1 Montréal is a great and multicultural city, home of several video game industry studios, top technology firms and a young population of graduate students. Such young population has grown among technology, and want to stay in contact with it also during their free time

2 However, only 3% of all entertainment options in Montréal are related to electronic enjoyment and gaming. This indicates a market in need!

Business problem
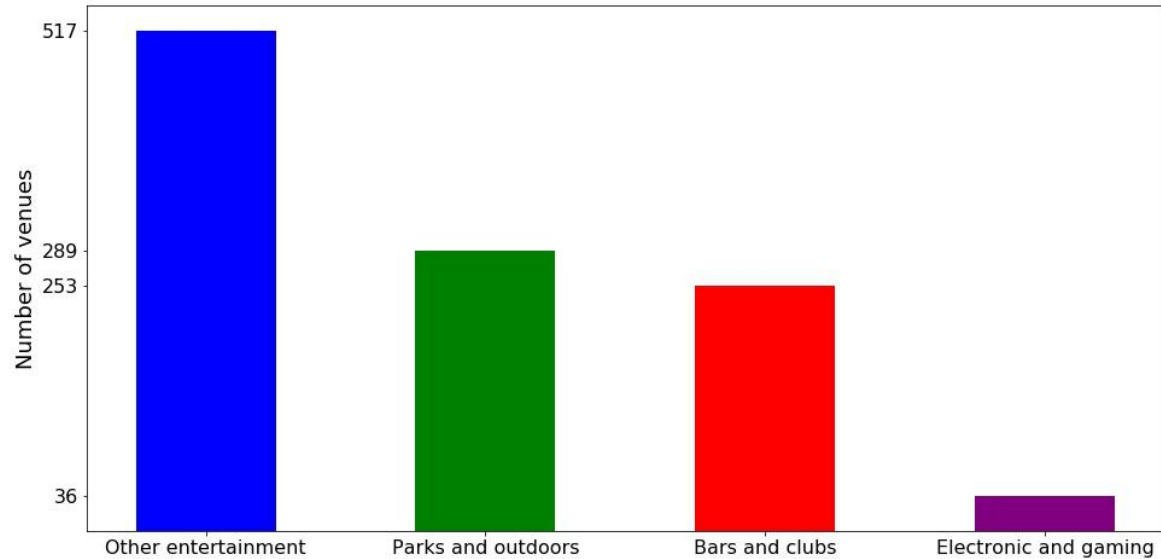
Data Insights

1. Using **Foursquare API** and geospatial data from Montréal boroughs there were found 1095 entertainment venues in the city

2. Among non-electronic entertainment there are night clubs, parks and outdoors activities, sports and indoors activities, playgrounds and golf

3. Among electronic and entertainment there are video game stores, laser tag, recreation centers, Karaokes and electronic stores

Data Insights

● Electronic and gaming entertainment venues are located throughout the Montréal city instead of clustered in some regions, and only 36 such places exist in the area
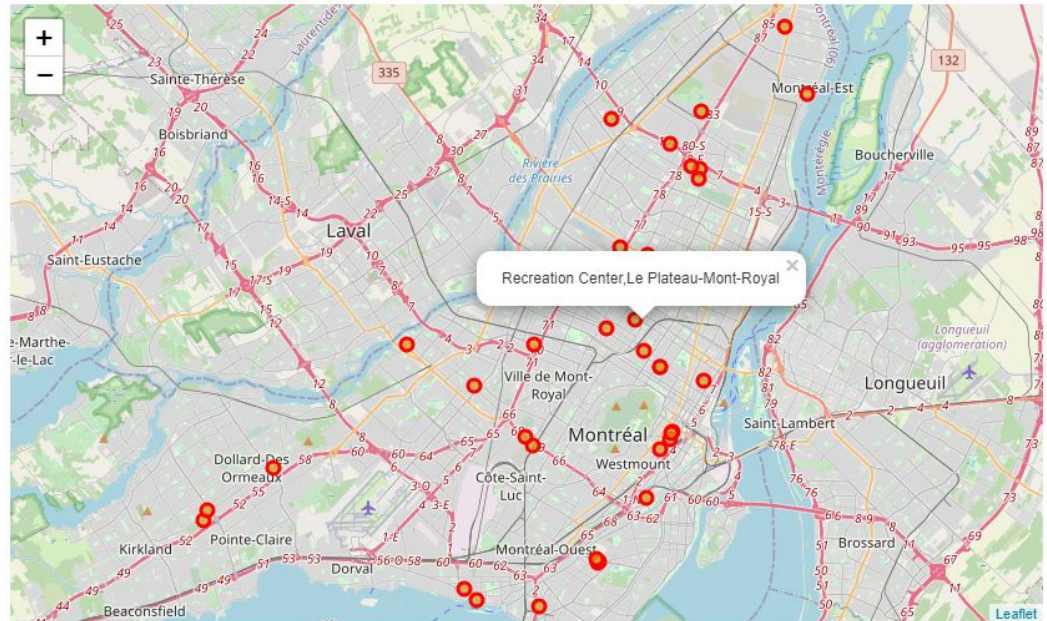
Data Insights

- In particular, there is only one Laser Tag venue and one Gaming Café

- A new business in these categories has a great chance of success

- The Laser Tag has a rating of 7.5 and more users than the Gaming Café, which indicates business opportunity
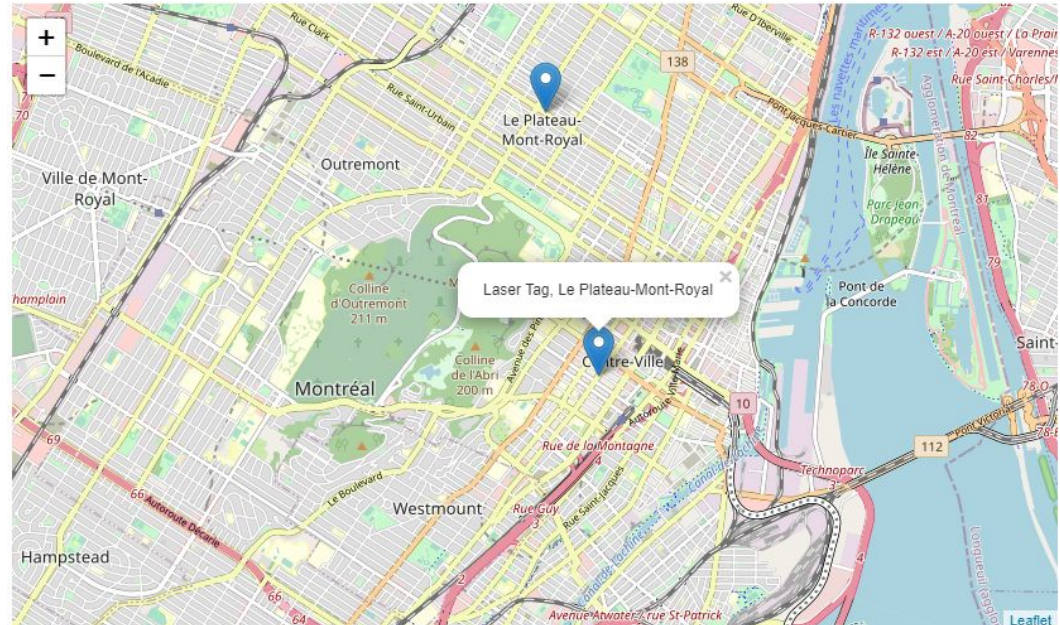
Conclusions

1. Comprises only 3% of the entertainment places in Montréal, electronic and gaming entertainment business show great prospect for future expansion.

2. Data analysis showed that there is only one Gaming Café and one Laser Tag in Montréal area, so these seemed to be the most promising future business categories within the electronic and gaming entertainment fields. The existing Laser Tag appears to have more customers than the Gaming Café, and also has a rating that indicates needs of a better service.

3. Therefore, Laser Tag is a good option for business, and the ideal location is not very constrained, which could be close to the city center, to the north or to the south, based on the density of existing similar business in the area.