

BATTLE OF THE ELECTRONICS STORES

CAPSTONE PROJECT

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AGENDA

INTRODUCTION

DATA ACQUISITION & CLEANING

ANALYSIS

RESULTS

SUMMARY



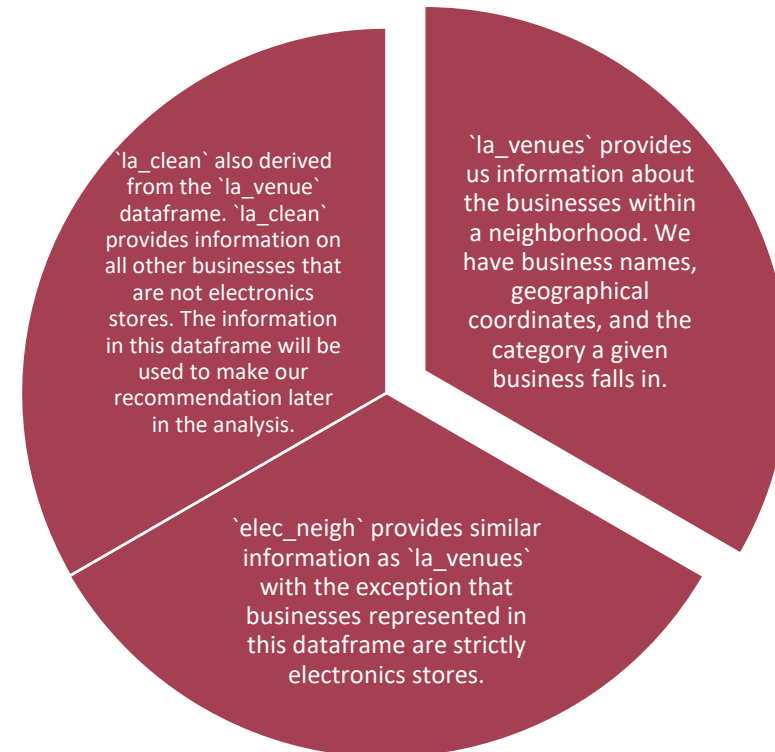
INTRODUCTION

Business Problem

This project is geared toward stakeholders particularly interested in identifying an optimal location for a **computer electronics store** business in Los Angeles, California. The business is aimed at computer enthusiast and professional online gamers, thus providing a large variety of computers, computer parts, electronics, softwares, and gaming supplies. Three optimal locations will be recommended to stakeholders.

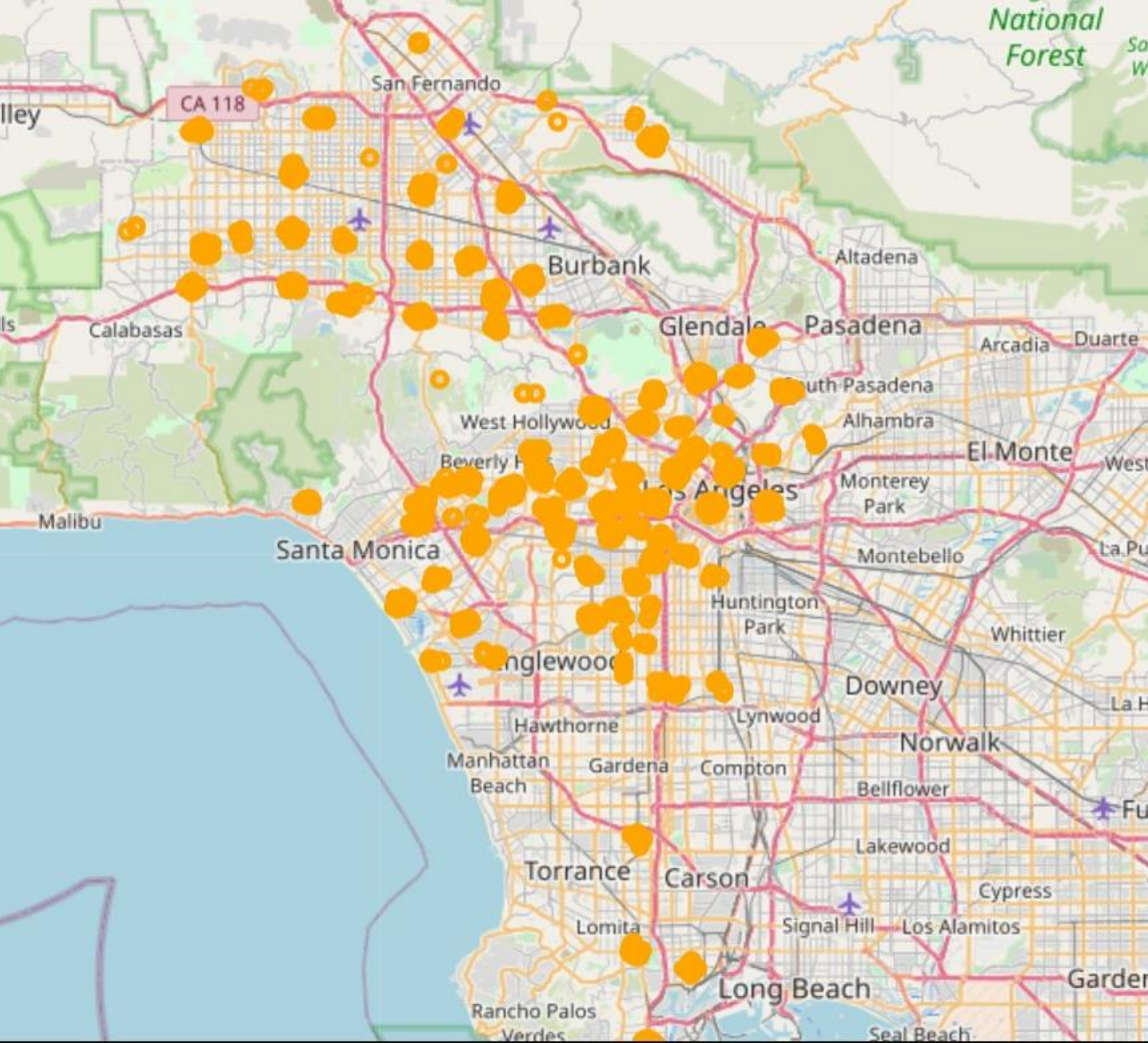
DATA ACQUISITION AND CLEANING

LET'S DIVE IN

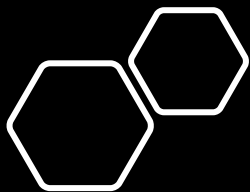


Analysis

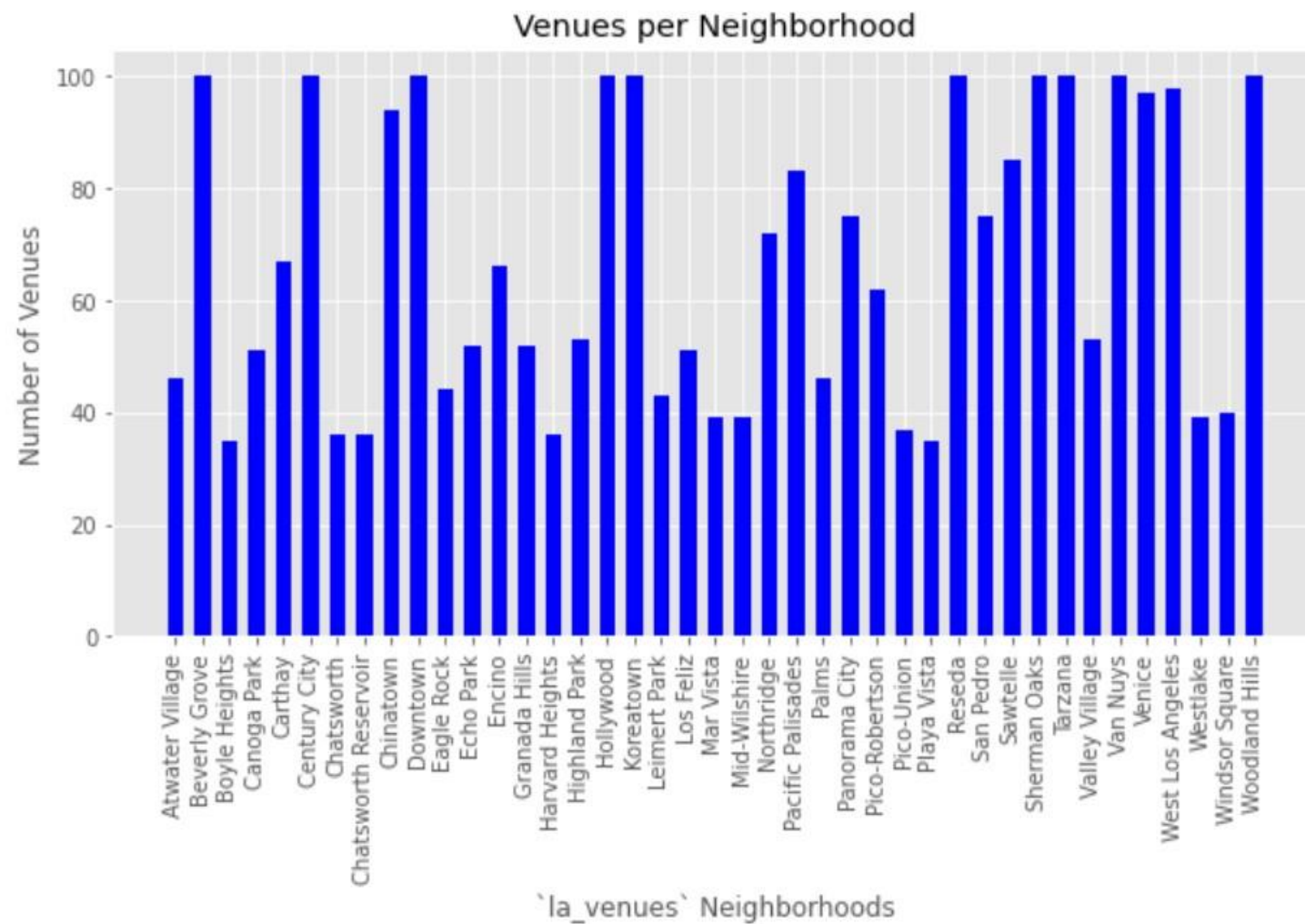
DATA VISUALIZATION

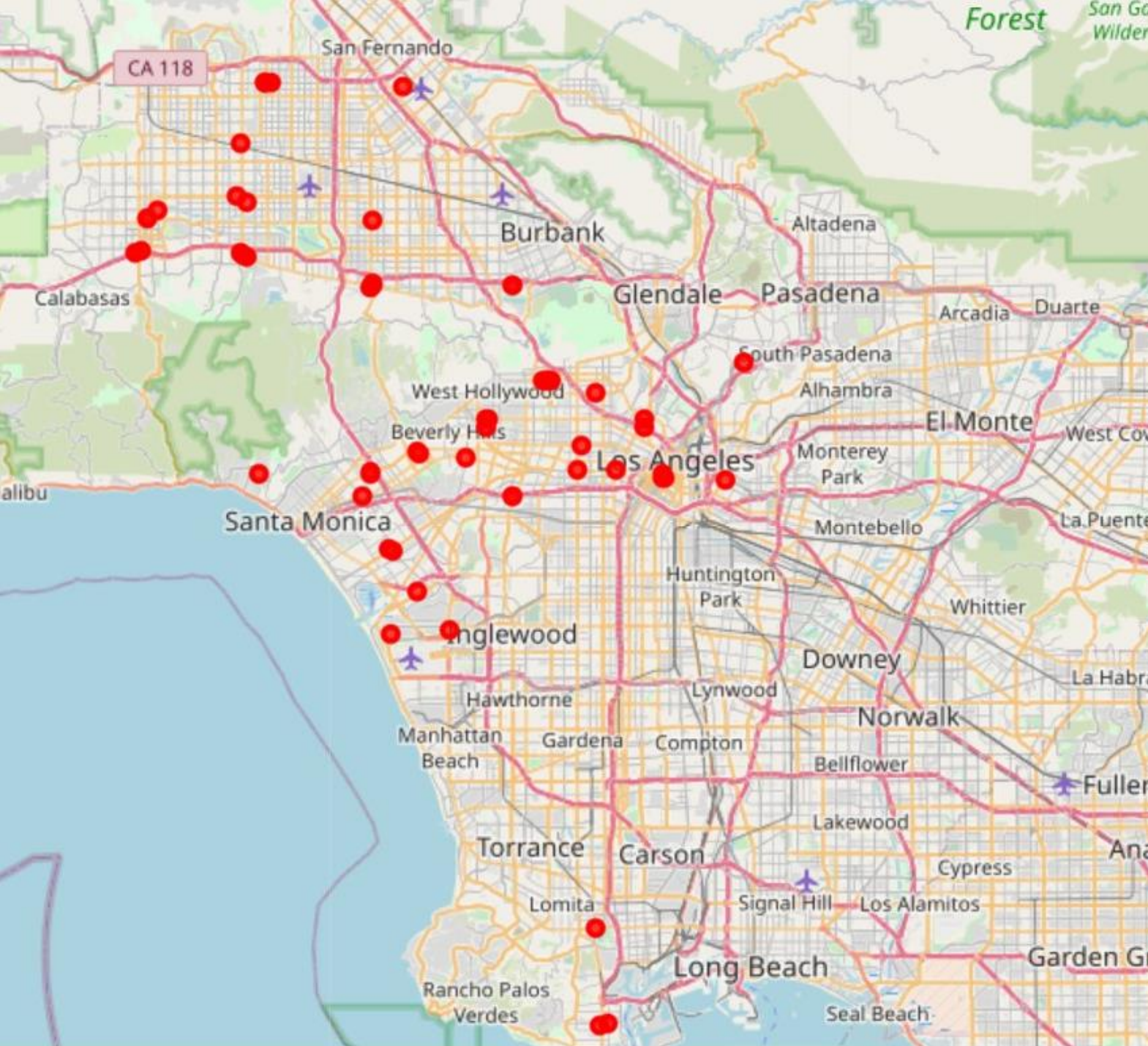


VENUES
IN 105 LA
NEIGHBORHOODS



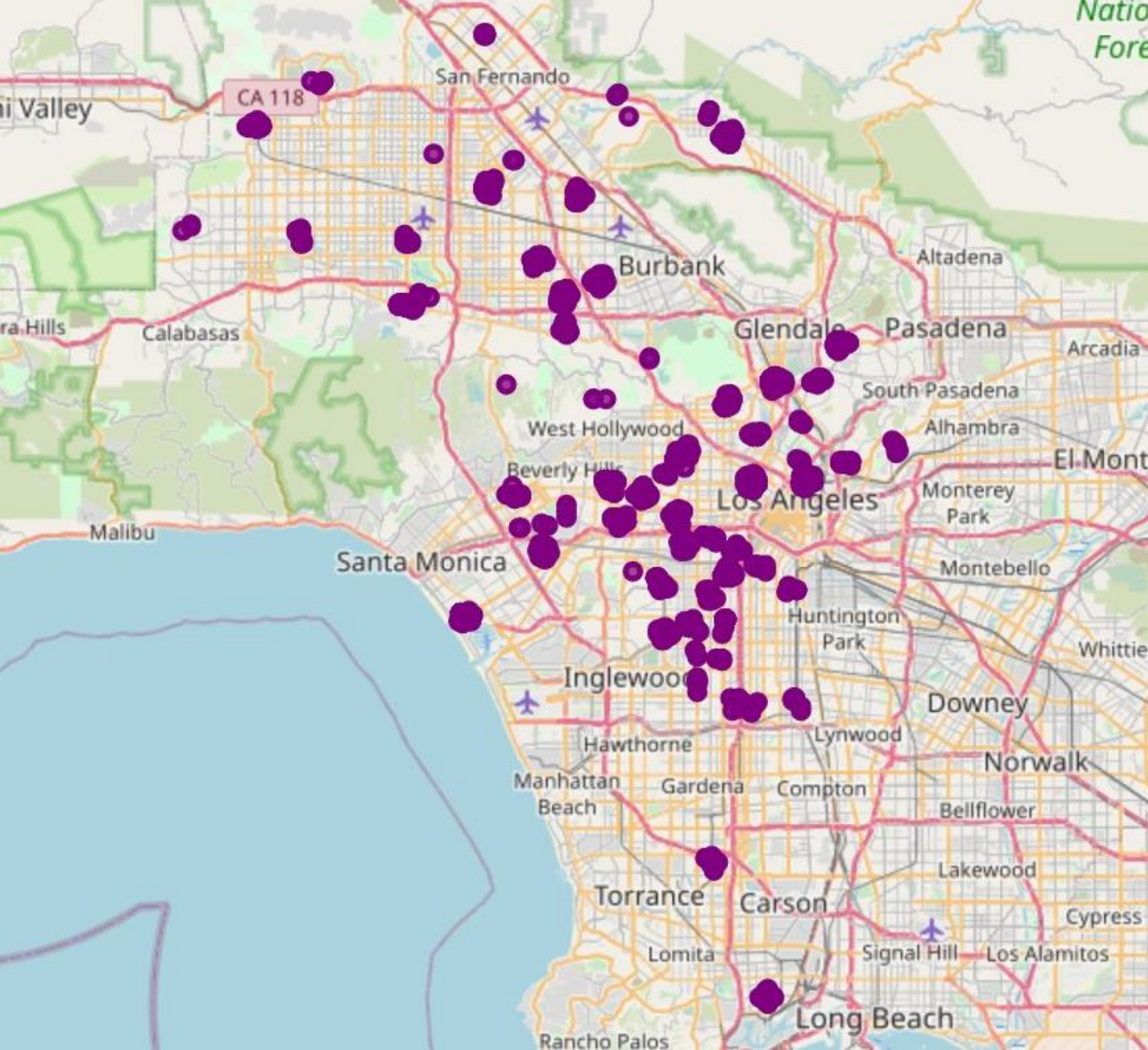
41 OUT OF 105 LA
NEIGHBORHOODS



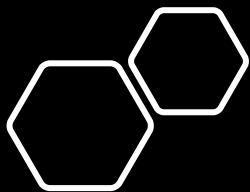


ELECTRONICS STORES IN 33 LA NEIGHBORHOODS

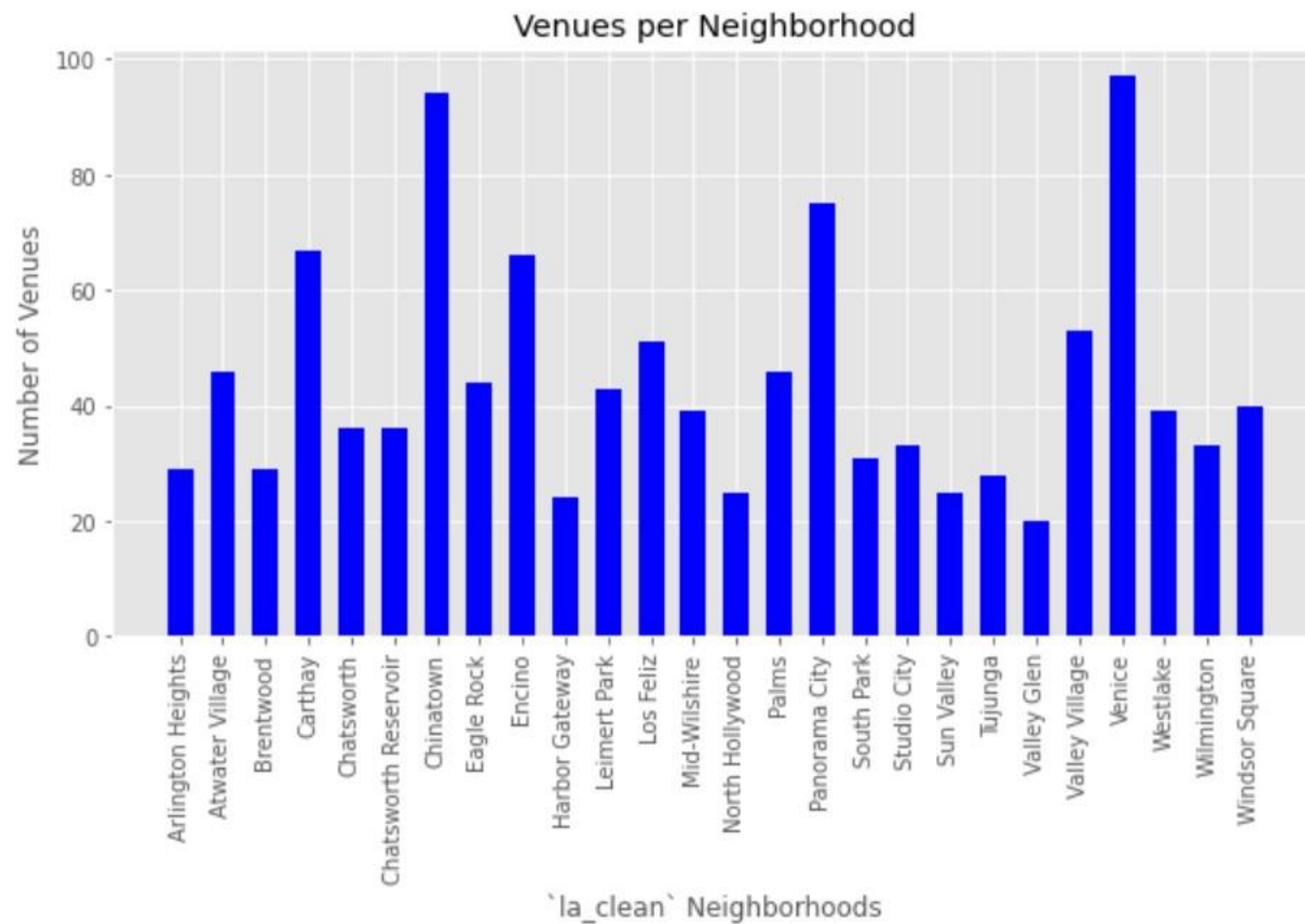




ALL OTHER
VENUES
IN 72 LA
NEIGHBORHOODS



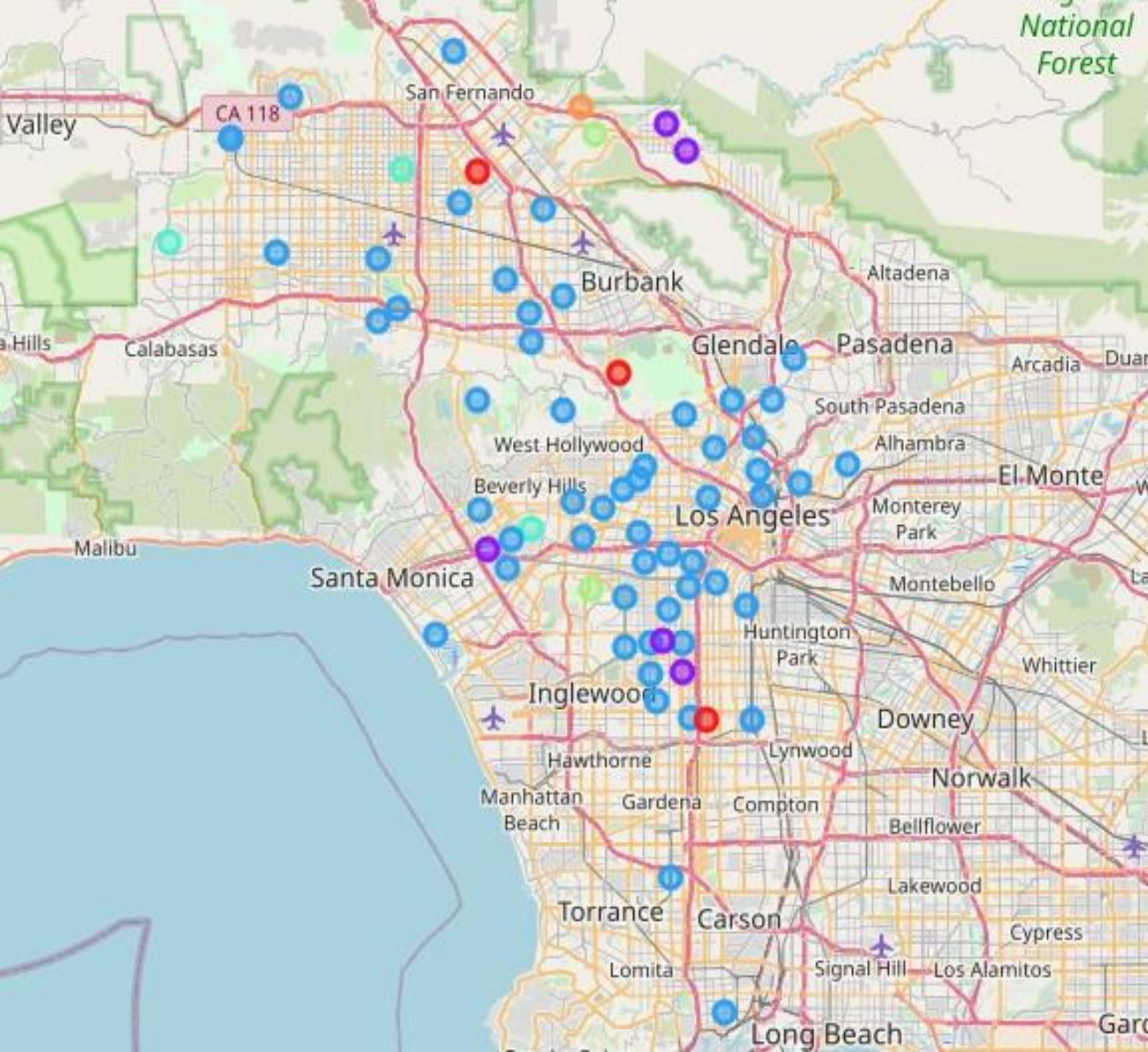
26 OUT OF 72 LA
NEIGHBORHOODS





RESULTS

LOOKING AHEAD



6 NEIGHBORHOOD CLUSTERS

Venice – Cluster 2

Chinatown – Cluster 2

Panorama City – Cluster 2s



SUMMARY

BUSINESS PROBLEM

Recommend three locations for a computer electronics store

DATA ACQUISITION & CLEANING

Data scraped online and preprocessed using Foursquare.

ANALYSIS

Separated data into three separate Pandas Dataframes. Visualized locations of neighborhoods and venues on a map. K-means clustering used to group similar neighborhoods.

Results

Recommended locations are Venice, Chinatown, and Panorama City



THANK YOU



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IBM DATA SCIENCE COURSERA PROJECT