BATTLE OF THE ELECTRONICS STORES

CAPSTONE PROJECT

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AGENDA

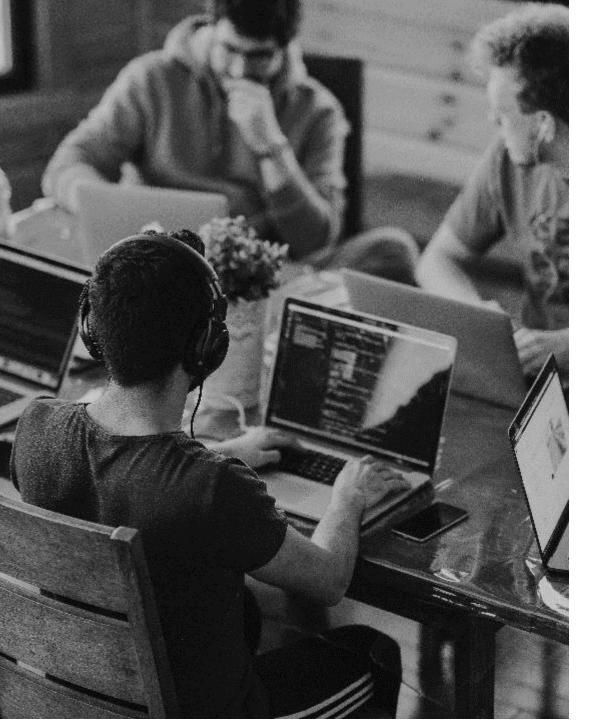
INTRODUCTION

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

la_clean` also derived from the `la_venue` dataframe. `la_clean` provides information on all other businesses that are not electronics stores. The information in this dataframe will be used to make our recommendation later in the analysis.

`la_venues` provides us information about the businesses within a neighborhood. We have business names, geographical coordinates, and the category a given business falls in.

`elec_neigh` provides similar information as `la_venues` with the exception that businesses represented in this dataframe are strictly electronics stores.

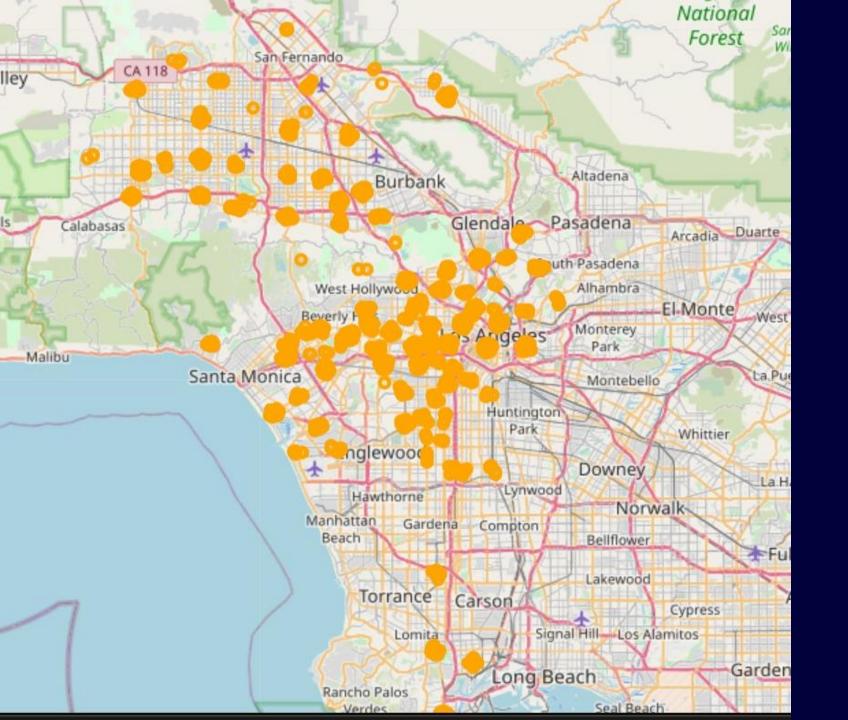
Analysis

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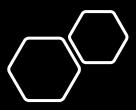
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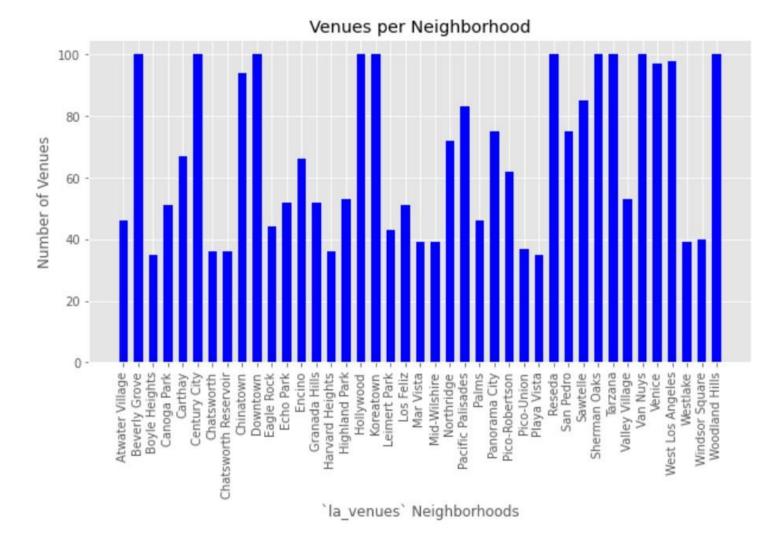
DATA VISUALIZATION

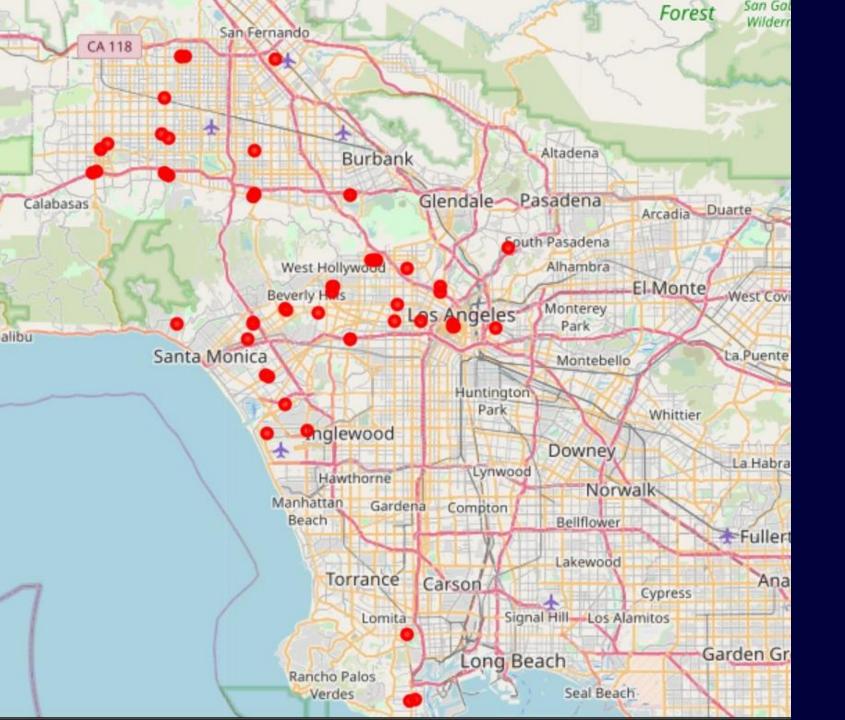


VENUES IN 105 LA NEIGHBORHOODS



41 OUT OF 105 LA NEIGHBORHOODS

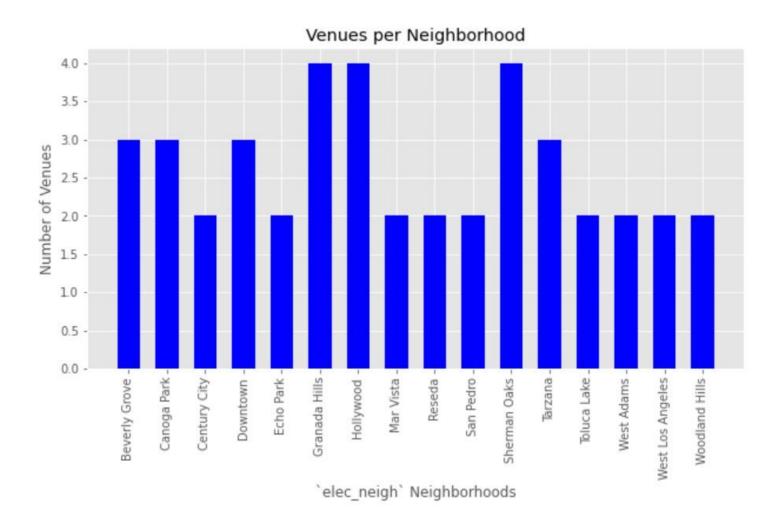


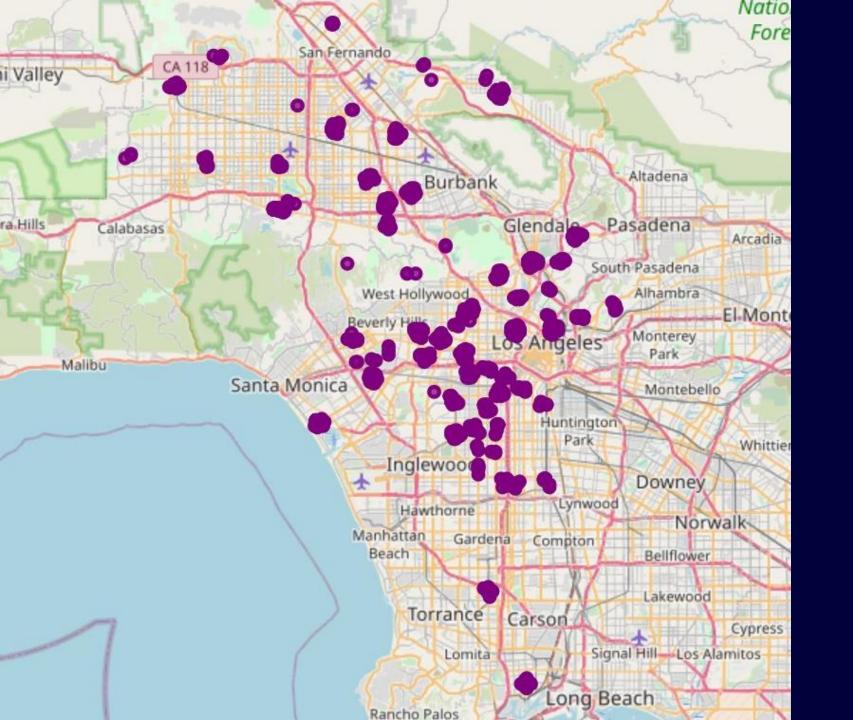


ELECTRONICS STORES IN 33 LA NEIGHBORHOODS

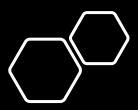


16 OUT OF 33 LA NEIGHBORHOODS

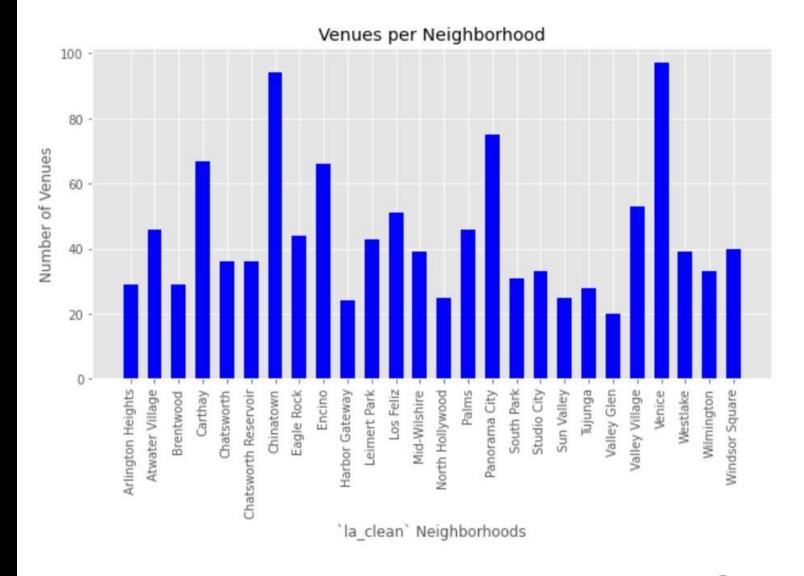




ALL OTHER VENUES IN 72 LA NEIGHBORHOODS



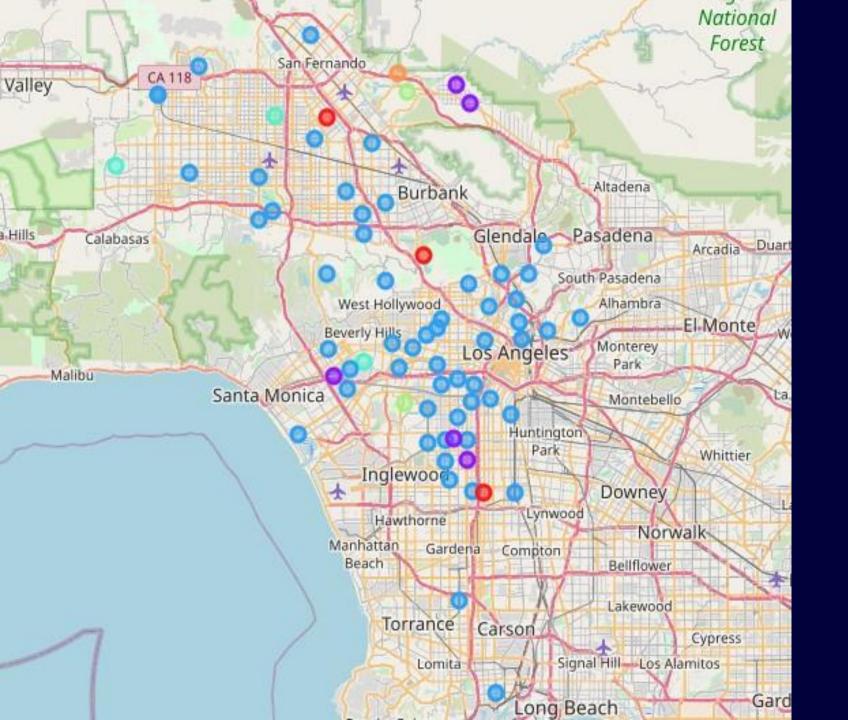
26 OUT OF 72 LA NEIGHBORHOODS





RESULTS

LOOKING AHEAD



6 NEIGHBORHOOD CLUSTERS

Venice – Cluster 2

Chinatown – Cluster 2

Panorama City – Cluster 2



SUMMARY

BUSINESS PROBLEM

Recommend three locations for a computer electronics store

DATA ACQUISITION & CLEANING

Data scaped online and preprocessed using Foursquare.

ANALYSIS

Seperated 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