

# Coffee Shop in New York

Data science approach

# Introduction

What is the best place to open new coffee shop in New York? Having available only foursquare data I'll try to find out what neighborhoods are good to open new coffee shop there.

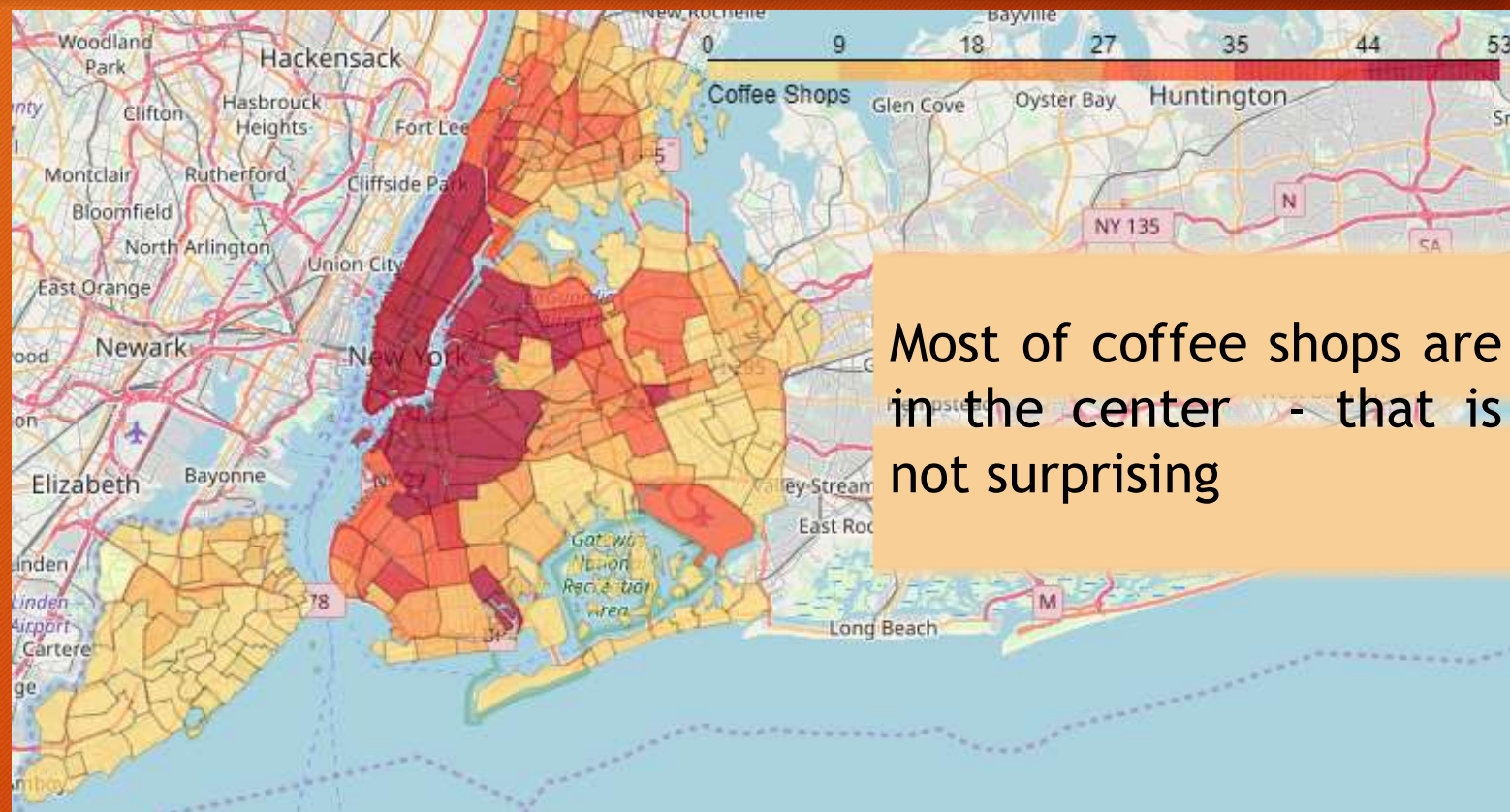
My aim is to find not a single ultimate solution but a set of options or possibilities, recommendations to help in decision to open a new coffee shop.



# Data

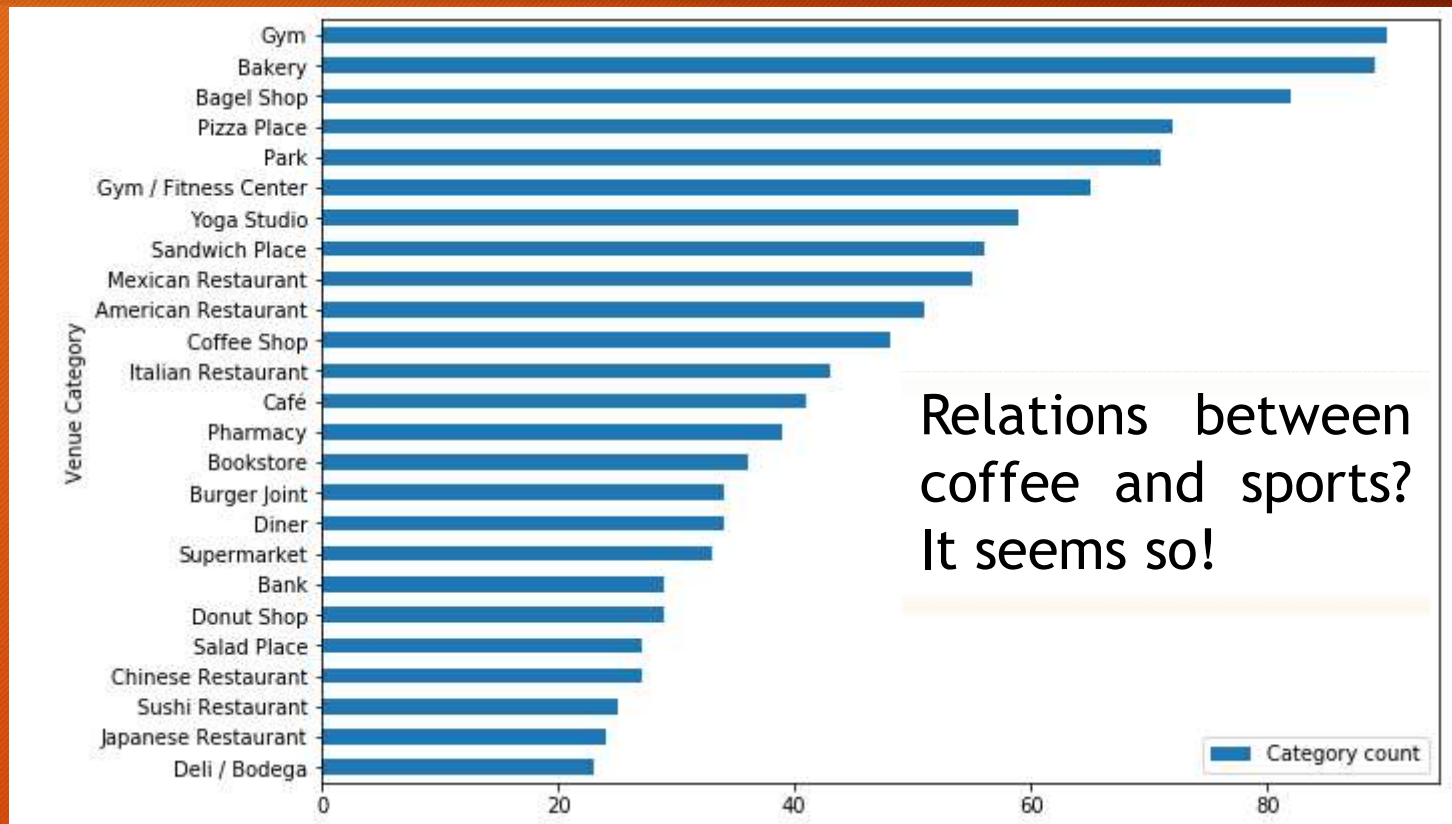
- Get foursquare data about venues with category "coffee shop" using foursquare "search" request with search radius set to 1 mile, letting the search area to envelop some parts of adjacent neighborhoods.
- Find out what venues people visit before visiting coffee shops, for this purpose using foursquare "nextvenues" search feature.

# Coffee Shops venues density





# Coffee Shops related venues top list



# Coffee Shops related venues density



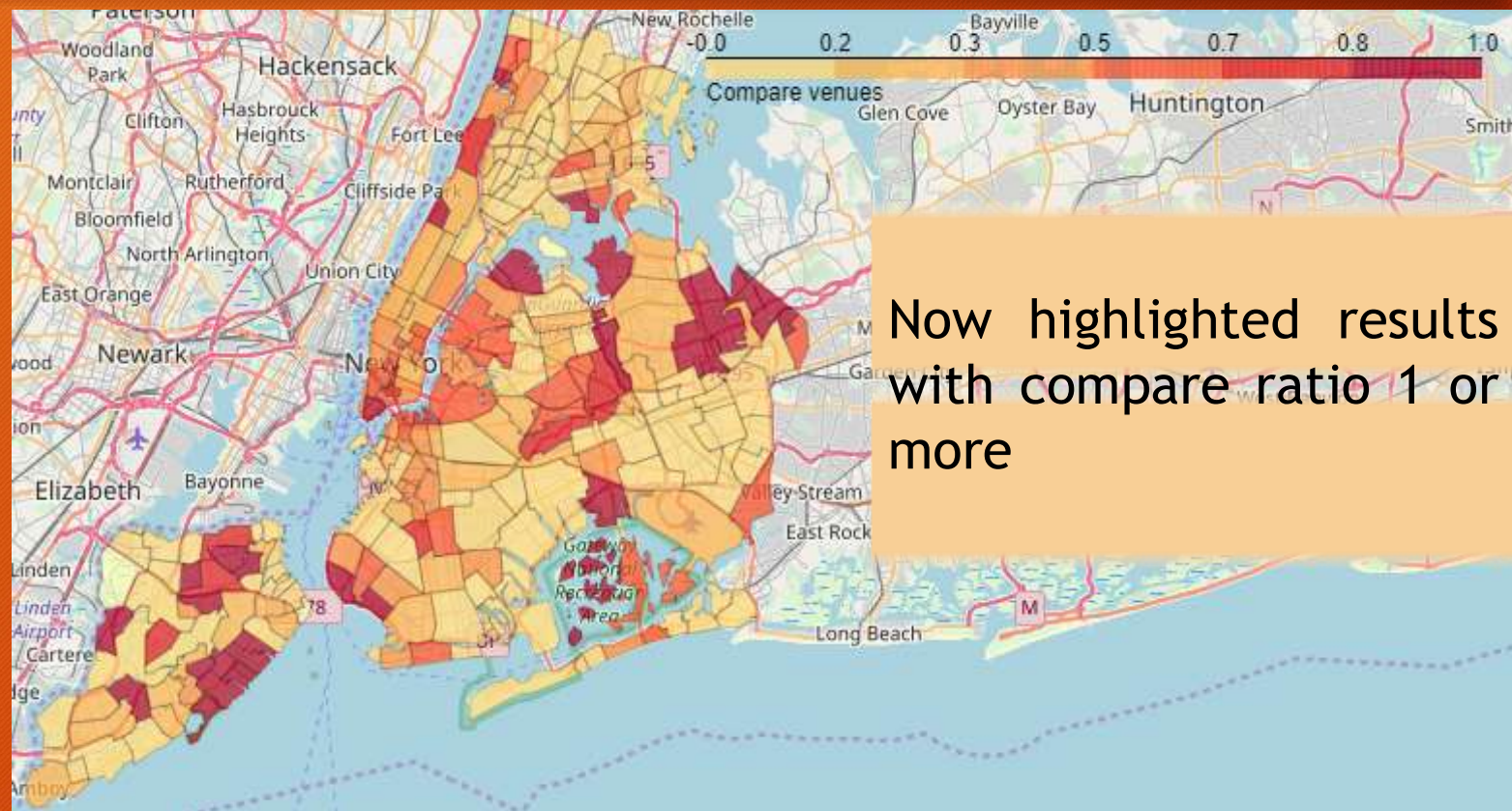


# Compare venues density





# Adjusted compare venues density





# Conclusion

The final map shows the neighborhoods to pay attention to if you want to open a new coffee shop in New York.

Keep in mind that it's only a partial research and many important things are left out of scope. So the result is not a solution, yet it provides insights about coffee shops in the city.

Further research requires more data including rent prices, transport lines, nearby venue ratings, customer per day etc. With more data will come more complex metrics and machine learning techniques will be required.

My capstone project ends here. Thanks for your attention!