

Coffee shops in Ukraine

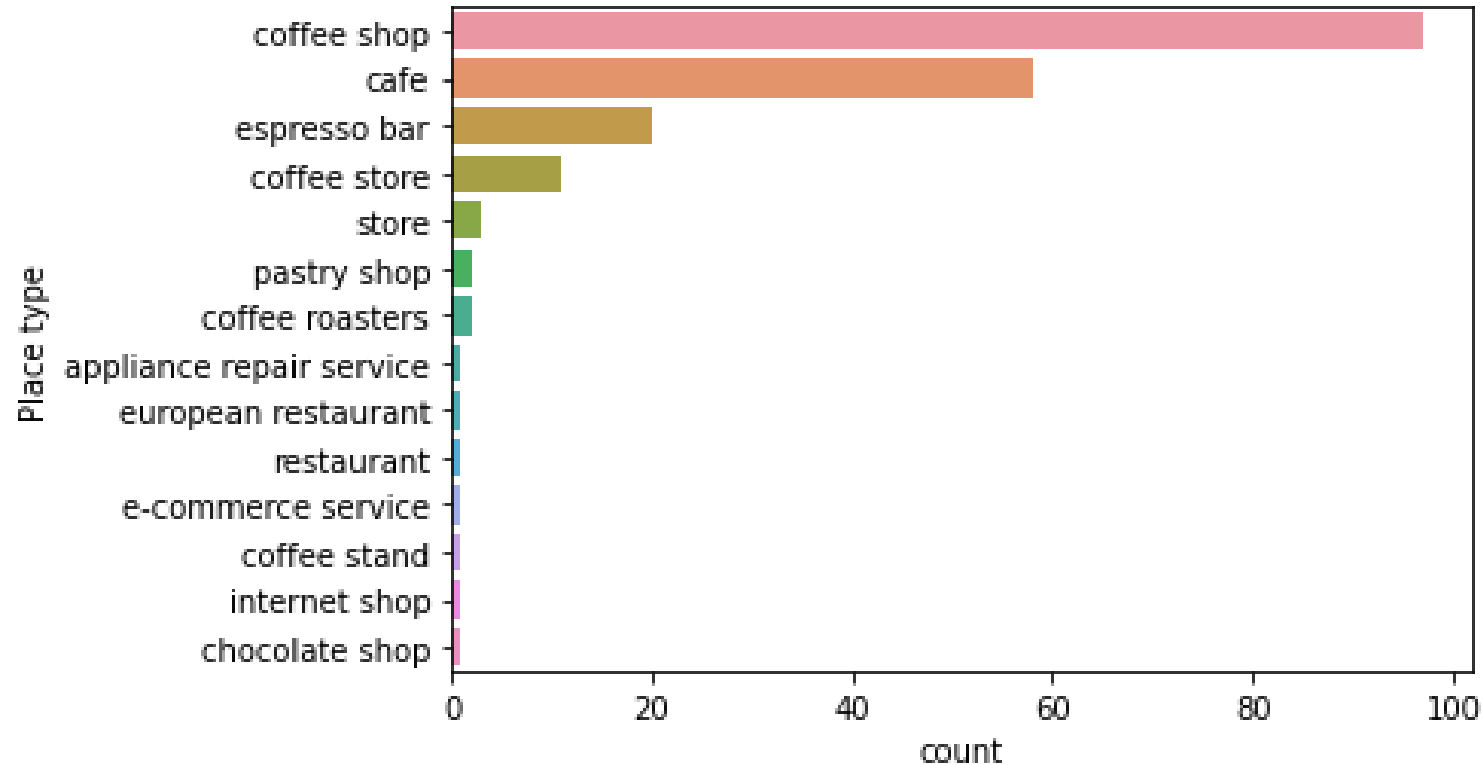
DataCamp Certification Case Study

data analysis, modeling and interpretation by Karolina Walas

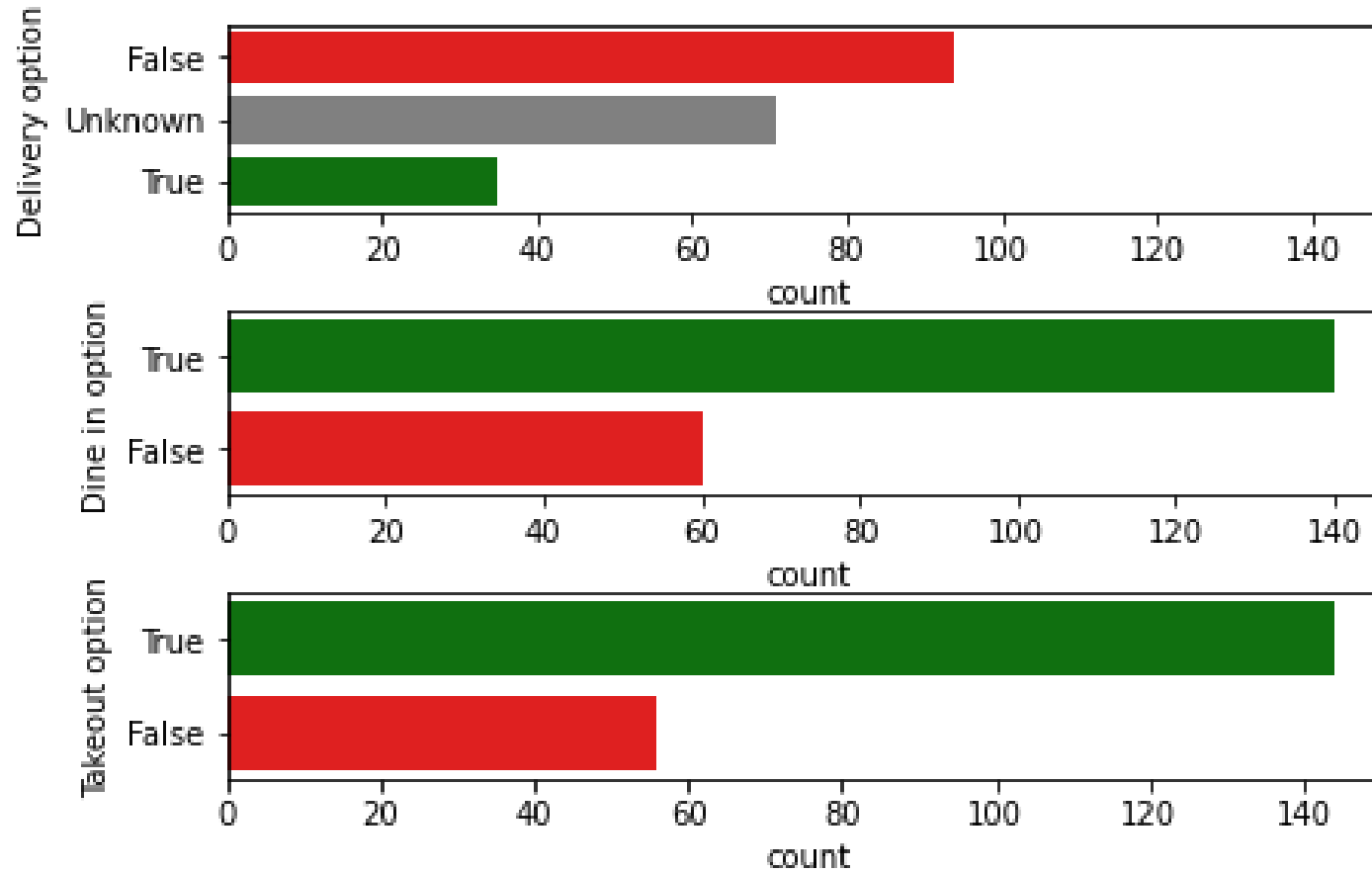
Dataset introduction

- The data was gathered in Ukraine
- It consists 200 rows and 9 columns
- Each place has region, place name, type, rating, reviews, price and services which propose to customers (Delivery, Dine in, Takeout); part of the information are missing
- GOAL: find insights for Marketing Team

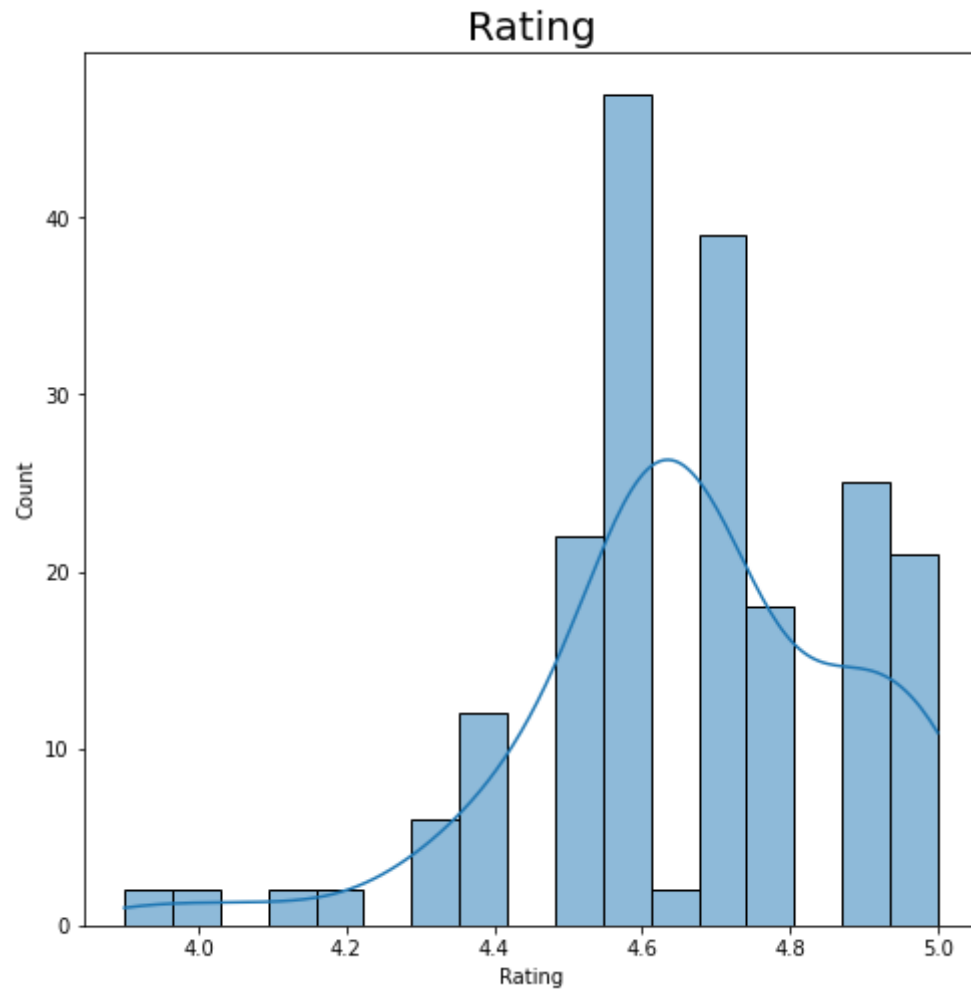
What type of places are on Ukrainian coffee market?



Which services are the most popular?

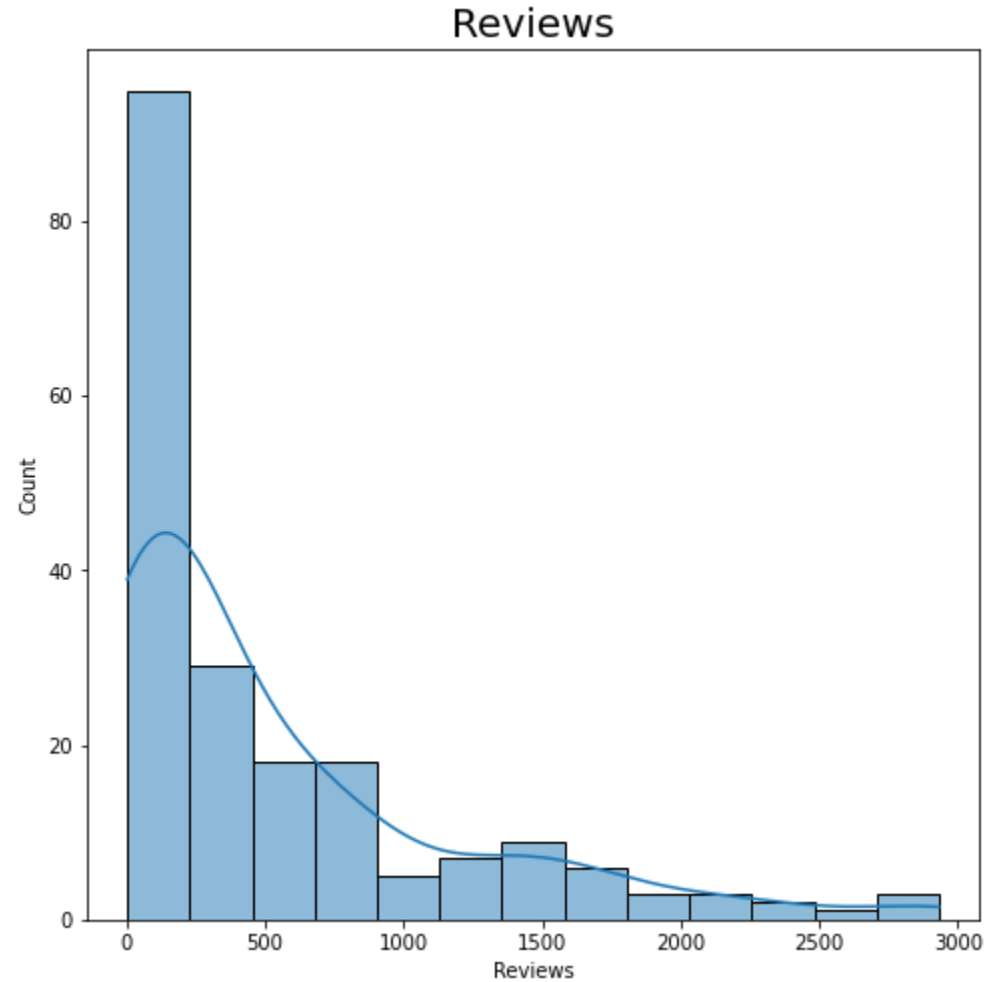


How people rate these places?



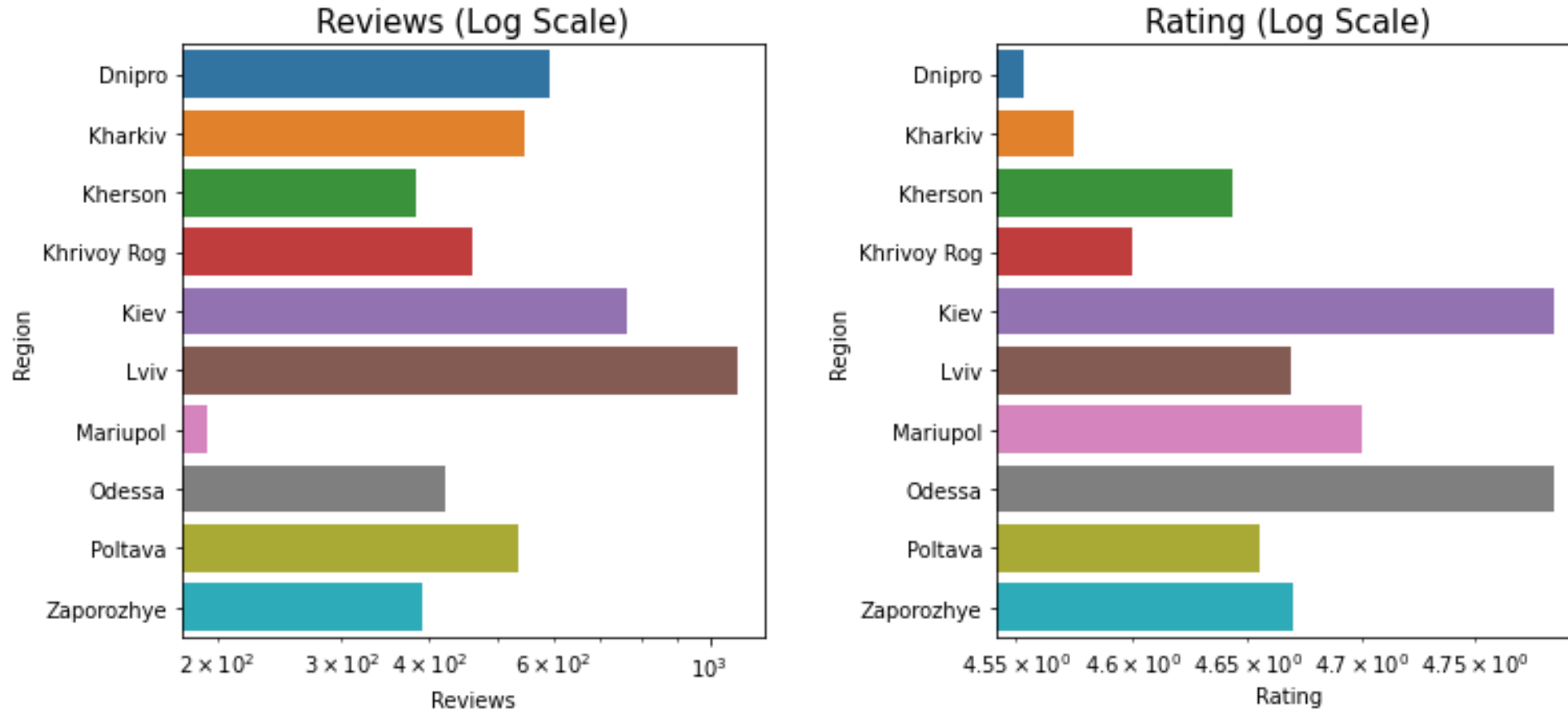
Average value
of rating
4.66

Do people are willing to rate?



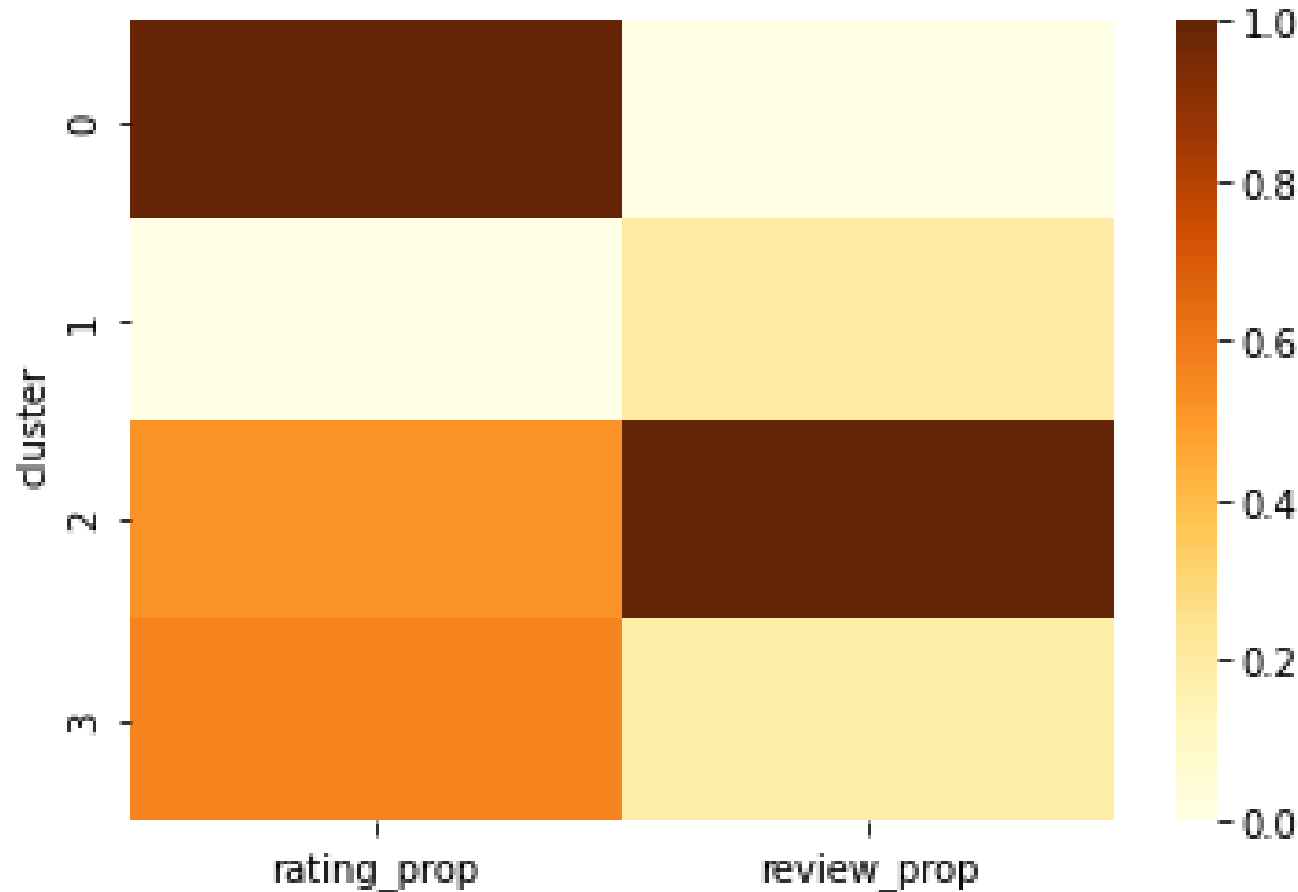
Yes,
average value
534 reviews

Does a large number of reviews mean high reviews?



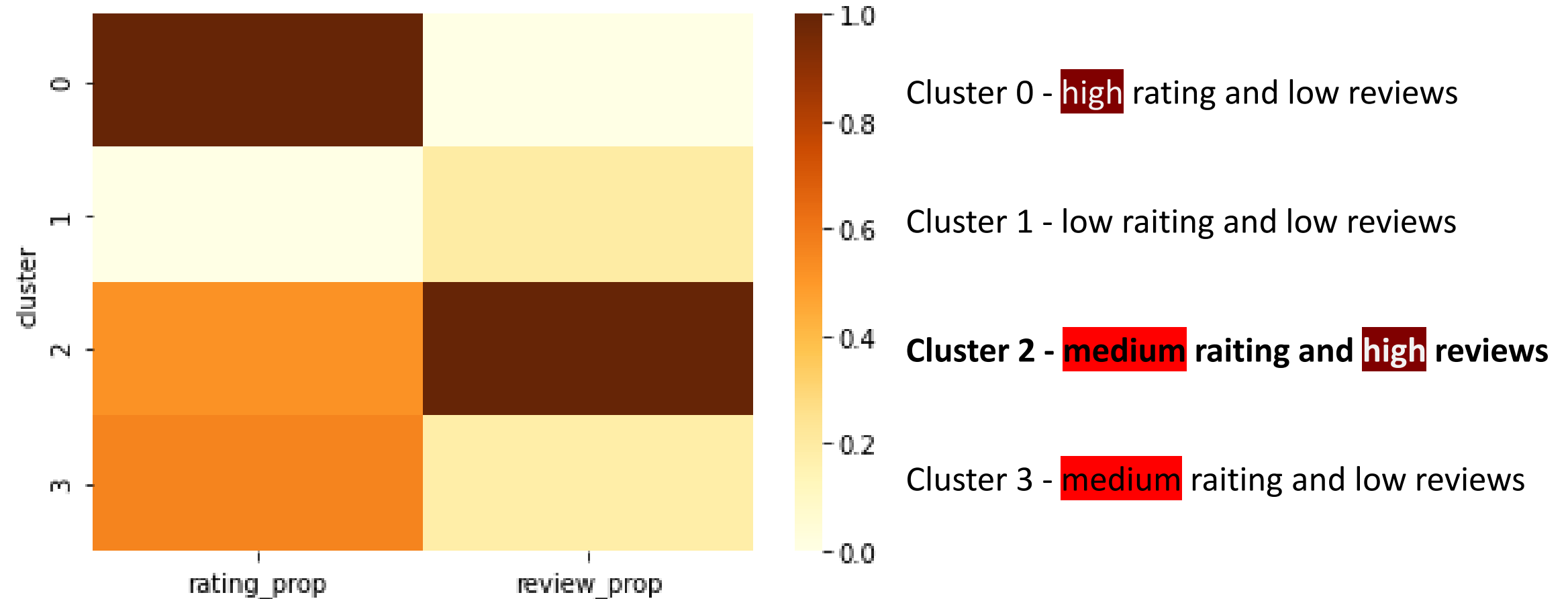
No, this trend is not visible in the data

Clusterization – ratings and reviews

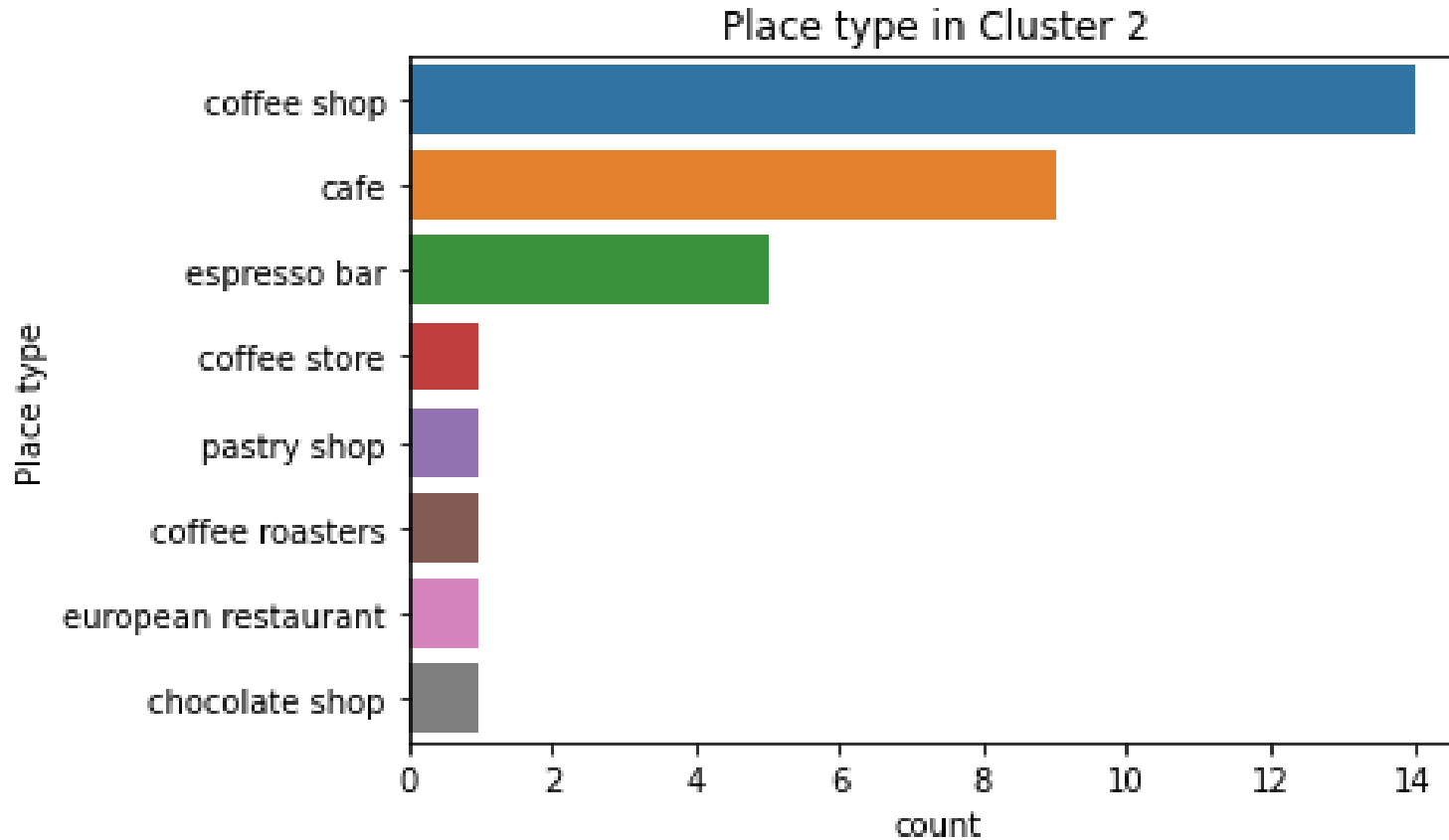


**4 different
segments
(clusters)**

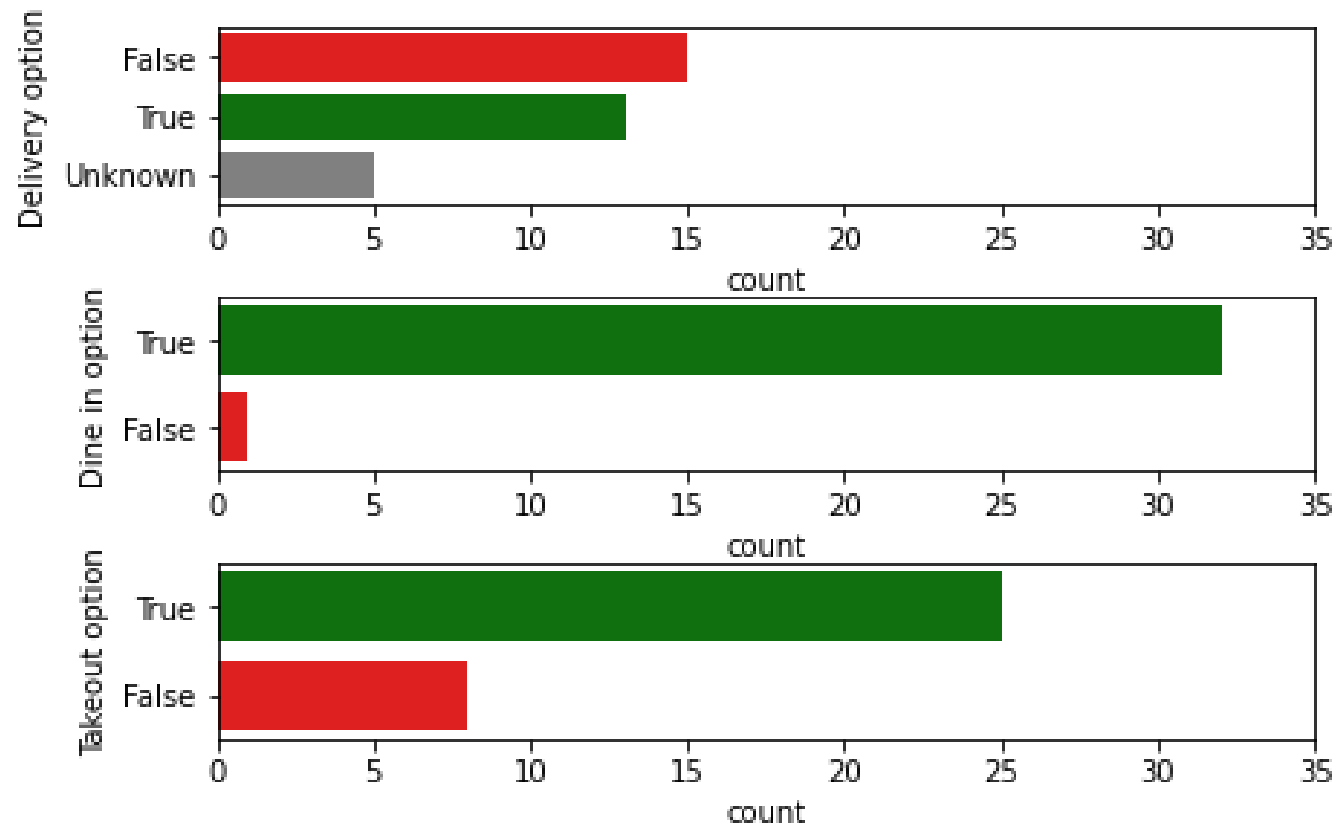
Clusterization – ratings and reviews



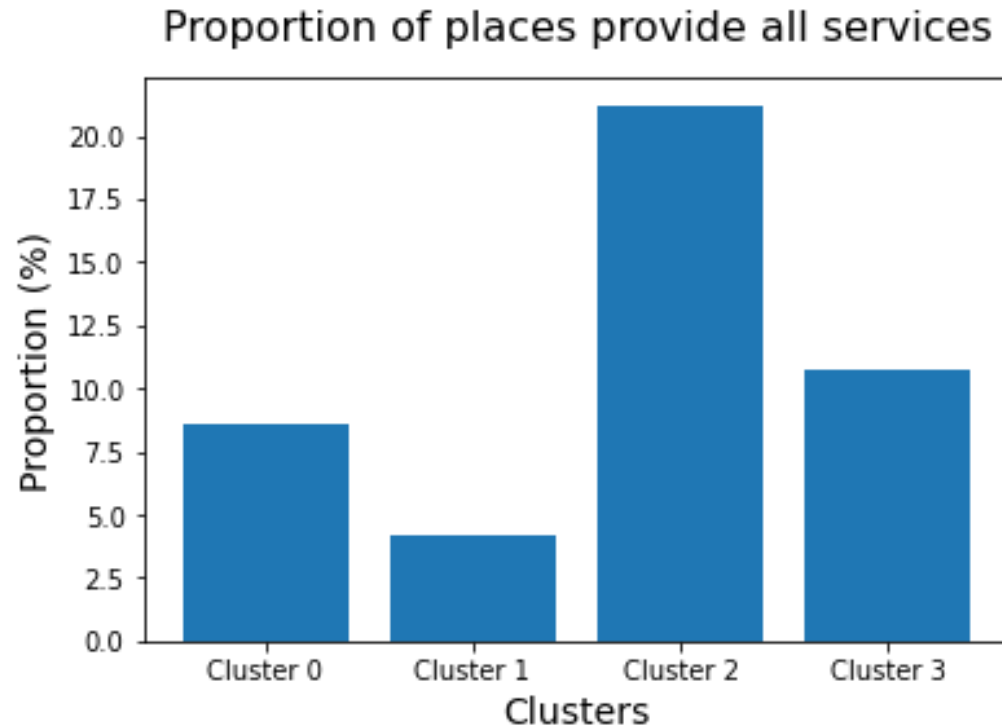
What types of places are in Segment(Cluster) 2?



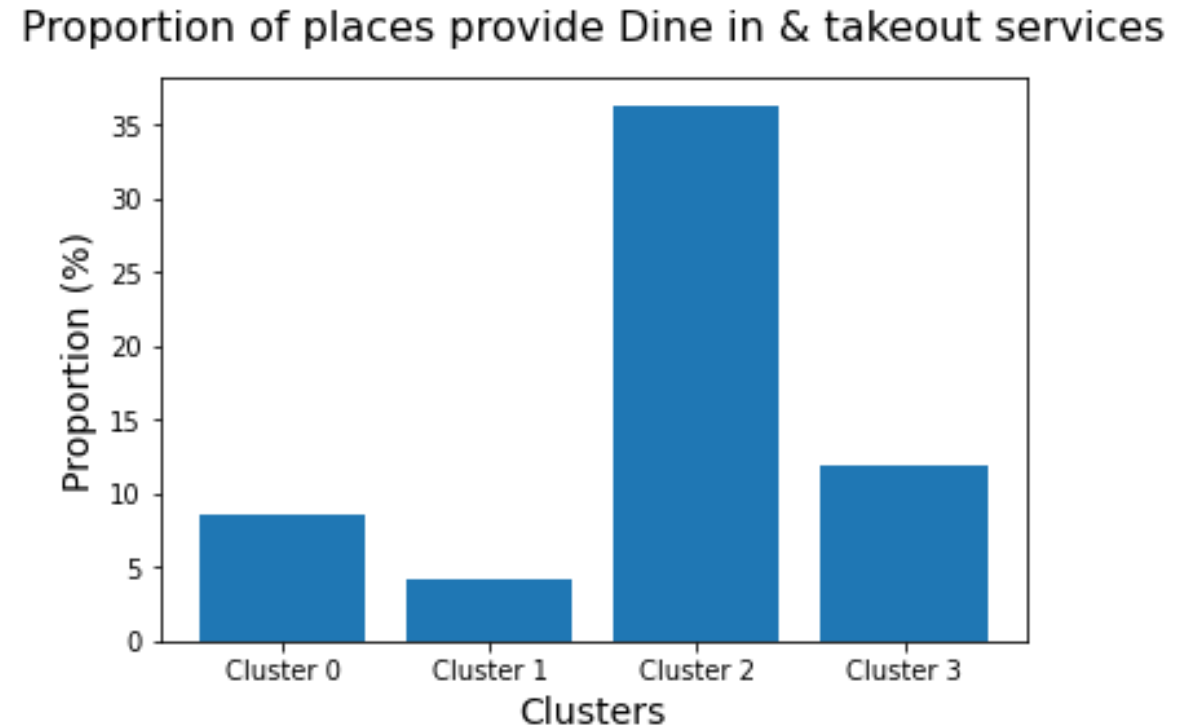
Which services are the most popular in Segment 2?



Which services make places in Segment 2 so special?



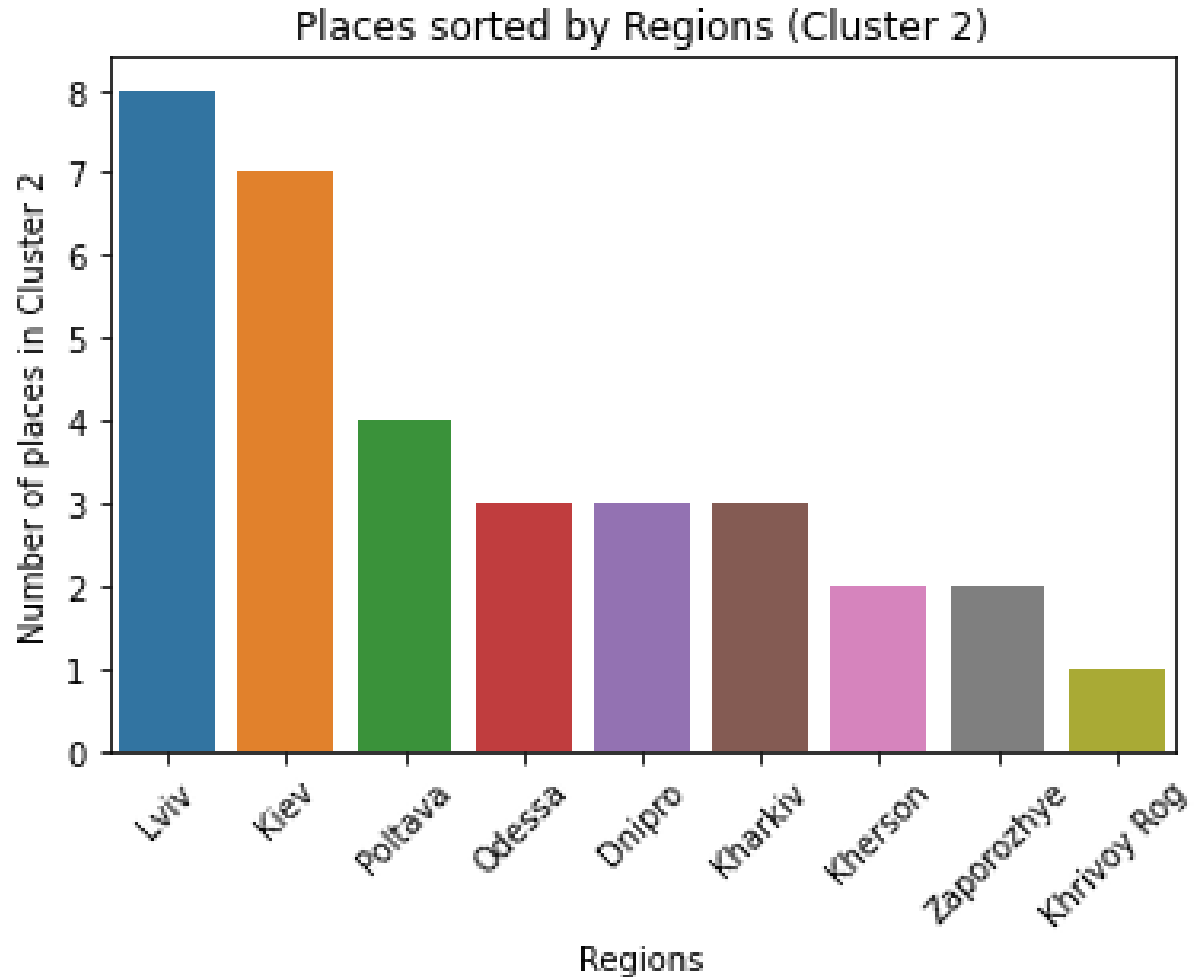
All services in C2: **21,2%**



Dine in & Takeout in C2: **36,4 %**


Where are located places in Cluster 2?

Lviv and Kiev



Conclusion

- **Cluster 2** - medium rating and high reviews - was selected as the most promising (out of 4)
- Shops in cluster 2 propose to the customers following services:
 - dine in & takeout & delivery (21.2%)**
 - dine in & takeout (36.4%)**
- The best shops are located in **Lviv and Kiev**
- Future work: gather more data with more care (avoid missing values), extend dataset to include reviews to perform sentiment analysis, use different modeling methods

The background is a close-up, slightly blurred photograph of a professional espresso machine. On the left, a circular pressure gauge with a white face and black markings is visible. In the center, a chrome portafilter is positioned over a clear glass cup. The machine's body is made of polished metal, and the overall lighting is soft and warm.

**Thank you for your
attention!**