Case Study Project - Ukrainian Coffee Shops

You are on the data science team for a coffee company that is looking to expand their business into Ukraine. They want to get an understanding of the existing coffee shop market there.

You have a dataset from Google businesses. It contains information about coffee shops in Ukraine. The marketing manager wants to identify the key coffee shop segments. They will use this to construct their marketing plan. In their current location, they split the market into 5 segments. The marketing manager wants to know how many segments are in this new market, and their key features.

You will be presenting your findings to the Marketing Manager, who has no data science background.

Data

The data is included in a DataCamp Workspace environment that you can find at one of the following links:
- R
- Python

The data set has the following columns:

| Column Name	Details
Region	Character, one of 10 possible regions where coffee shop is located
Place name	Character, name of the shop
Place type	Character, the type of coffee shop (e.g., "Cafe", "Espresso Bar"...)
Rating	Numeric, coffee shop rating (on a 5 point scale)
Reviews	Numeric, number of reviews provided for the shop
Price	Character, price category (e.g., $, $$)
Delivery option	True/False, describing, whether there is (or isn't) a delivery option
Dine in option	Column describing whether there is (True) or isn't (missing) a dine-in option
Takeout option	Column describing whether there is (True) or isn't (missing) a takeout option

Presentation Session & Grading

During your session you will deliver your final presentation only. You must be prepared to present in that session as well as provide the link to your workspace for grading. For full details on grading and how the session will run, see the General Information Guide.

Sharing your Analysis

So that we can grade your analysis, you will need to share your workspace.

Before your scheduled session, press the "Share" button in the top right corner of the Workspace.
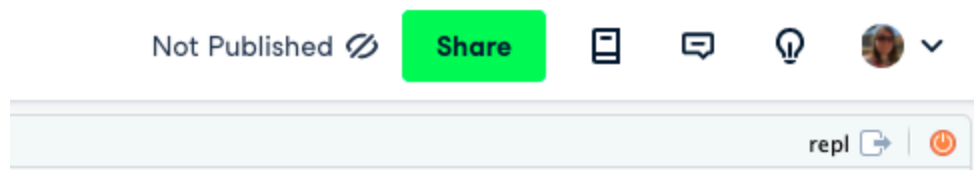
When prompted, press the "Publish" button. You will then see options similar to below.

Make sure you uncheck "Feature publication on my profile page".

You will need to share the link provided when asked during your session.

If you make any changes to your work between publishing and your session, please make sure to "Update", or you may be graded on a previous version of your work.