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| A picture containing text, map  Description automatically generated  **Capstone: The MILLENNIAL ENTREPENEUR** | Abstract  The Foody Entrepreneur has saved enough money to open a small establishment in Europe.  Laruchelle de Almeida-Bekker  Capstone: Data Science |

# **Introduction**

## **Background**

The world is seeing a huge displacement of the Generation Y workforce. The workforce is predominantly becoming occupied by millennials and as studies have shown, millennials differ very much from the Baby Boomer generation in the fact that they are not content with having one job for the rest of their life. The last twenties years have seen a huge increase in entrepreneurs creating their own businesses or goods. As such, technology has also increased, and entrepreneurs don’t have to just set up shop at a random location or design something and hope it is what the market needs. With the data available today, entrepreneurs can do their research before-hand to give them a higher probability of success. For this specific problem an EU millennial entrepreneur will be used. As we all know, millennials are very concerned about the environment, so “green” status we also be a determining factor.

## **1.2 Business Problem**

To give the majority workforce a higher probability of success, specifically the entrepreneurial workforce, we the data scientists can assist them in choosing the right location to start their small business. As stated in the background, the business problem we face is to find not only the right location for the entrepreneur to set up shop, but what type of shop will most likely lead to success. This project aims to find an environmentally friendly location for the entrepreneur to set-up shop and give a list of the most shops/venues in the area, to increase his success.

## **Interest**

Millennials who wish to move to another city, which is more environmentally friendly may find this project interesting, as well as entrepreneurs wishing to start their own small businesses.

# **Data Acquisition and Cleaning**

## **2.1 Data Sources**

To find the most environmentally friendly EU country, OECD data will be used.

Specifically, CO1 emission released. Secondly, employment rate in the EU will be analysed to find a good fit. The intersection of the most environmentally friendly and highest employment rate country will then be used.

Once the EU country has been found, we will use the biggest cities in the country to plot a map. From there Foursquare will be utilised to find the most common venues in each city to determine what type of establishment should be opened.

## **2.2 Resources**

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| Data | Data Source | URL |
| CO2 Emissions | OECD | <https://www.oecd-ilibrary.org/energy/data/iea-co2-emissions-from-fuel-combustion-statistics/indicators-for-co2-emissions_data-00433-en> |
| Employment Rate | OECD | <https://data.oecd.org/emp/employment-rate.htm> |
| Main Cities | Britannica | <https://www.britannica.com/topic/list-of-cities-and-towns-in-Sweden-2050563> |
| Location of Main Cities | LatLong | <https://www.latlong.net/category/cities-215-15.html> |
| Venues in Cities | Foursquare | http://www.Foursquare.com |

## **2.3 Data**

Below is a screenshot of the CO2 emissions in Europe, the full dataset can be found in the link provided above.



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| Features Kept | Dropped Features | Reason |
| Location, Indicator & Value | Subject, Measure, Freq and Time | Dropped features not required to find optimal country. |
| Venues & Location | Tips & Ratings | Tips & Ratings not required to find most common establishment. |