

Final project: The battle of neighborhoods

1. Introduction/ Business problem

Clearly define a problem or an idea of your choice, where you would need to leverage the Foursquare location data to solve or execute. Remember that data science problems always target an audience and are meant to help a group of stakeholders solves a problem, so make sure that you explicitly describe your audience and why they would care about your situation.

The idea of this study is to help people planning to open a new coffee shop in BKK, Thailand to choose the right location by providing data about the population and nearby venues of each district as well as the competitors already present on the same regions.

2. Data cleaning and features engineering

Describe the Data that you will be used to solve the problem or execute your idea. Remember that you will need to use the Foursquare location data to solve the problem or execute your idea. You can use other datasets in combination with the Foursquare location data. Ensure that you provide adequate explanation and discussion, with examples, of the Data you will be using, even if it is only Foursquare location data.

To provide the stakeholders the necessary information I'll be combining Bangkok's districts data that contains Population, the number of subdistricts that indicate the how large the district is, the coordination (latitude and longitude) with Foursquare API to collect competitors on the same districtss.

*Bangkok's districts data is publicly available at this website:
https://en.wikipedia.org/wiki/List_of_districts_of_Bangkok*

3. Methodology

The methodology section, which represents the main component of the report where you discuss and describe any exploratory data analysis that you did, any inferential statistical testing that you performed, and what machine learnings were used and why.

For this report, I used a few different maps to help a new investor decide the best neighborhood to open a brand new coffee shop in Bangkok, Thailand based on its popular location, number of population, and available competitors. To do that I've used the Bangkok's list of districts information combined with choropleth maps to visually display the popular location based on nearby places and more populational neighborhoods and Foursquare data to show the current coffee shops in each region.

4. Results

Results section where you discuss the results.

Comparing the maps, we can notice most of the coffee shops grouped on the inner zone of Bangkok and outer zone that is the resident zone and 1 districts has the Don-Meang international airport which is the 2nd largest international airport in Thailand.

5. Discussions

You should keep in mind, you will have a lot of competitors some of them are the international brands. In conclusion, you need to choose your locations based on considers 3 factors 1) The locations based on nearby venues 2) The number of populations as the proxy of your customers and 3) The number of competitors