

Coursera Capstone

Opening a new Cafe in Kassel, Germany



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Introduction

We have a coffee culture in Germany and also in my hometown Kassel. Coffee culture is generally understood to mean that cafes still roast their own coffee, that you can sit down, have a coffee with friends and not take a coffee to go or industrial coffee like Starbucks.

Therefore, there are many cafes or coffee shops in the city. Sitting in a cafe is very popular. There are many types of cafes / coffee shops and everyone has their own style and tries to discover a gap in the market. The largest modern art exhibition in the world takes place in Kassel every 5 years, and a large number of visitors come. Visitors want to decide where are cafes? Which one do I want to visit? For this Problem there are many popular solutions so we don't want to look this problem

Business Problem

The objective of this project is to analyse and select the best location for opening a *new* cafe.

If I want to open one as an investor, where do I do it best where is the density not so high? Where is the best place? To solve this we will use data science methodology an ML like clustering.

Data

- To solve the problem we need a list of neighbourhoods in Kassel. The Wikipage https://de.wikipedia.org/wiki/Kategorie:Stadtteil_von_Kassel (https://de.wikipedia.org/wiki/Kategorie:Stadtteil_von_Kassel) contains this information.
- Latitude and longitude coordinates
- Venue data of cafes

Method

I will extract these data from the page just like in exercise 3. Then generate the coordinates using python geocoder. After that I will use the Foursquare API to get the venue data I am interested in. I will use data cleaning, ML (clustering), and map Visualisation.

In []: