



STARTING A CAFÉ IN PORTLAND, OR

Coursera/IBM Data Science Professional Certificate
Capstone Project

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1. Introduction

Portland, the coffee capital of the us, is a vibrant city with over six hundred thousand people. It's restaurant scene is large and diverse. Coffee is a major attribute to the culture of the city being the birthplace of the Stumptown, even the airport has better coffee than most of the rest of the us. Due to the heavy competition, the exact location of the café can make or break the business..

My client is planning to open a café which roasts it's own coffee on site. Café's that roast their own coffee are fairly rare. However similar places are well established. In order to choose a location for the café, my client wants to know which neighborhood has the biggest potential for a café of this kind to be successful. His search is limited to the most popular boroughs of the city: Pearl District, Nob Hill, West End, Arlington Heights and Laurelhurst. In this report, I present an advice for the ideal location to establish a new café in Portland, OR.

2. Data

Two types of data are required for this project:

1.) Names and coordinates of the neighborhoods in Pdx

A CSV for Portland OR neighborhoods can be scraped here:

<https://opendata.imspdx.org/dataset/neighborhoods-regions/resource/eb7633e6-7236-497c-83ce-854dab811458>

2.) Venues and foot traffic in said areas

The Foursquare API was used to retrieve information about the most popular spots in the Pdx neighborhoods. The popular spots returned depends on the highest foot traffic at the time when the call was made. We may get different popular venues at different times of the day. Therefore, the API call was made at 8 PM, during dinner rush hour.