

Capstone Project Report- Opening a New Café in Toronto, Canada

IBM Applied Data Science Capstone

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Introduction

Recent years, drinking bubble teas has slowly becoming a trend for Toronto citizens due to the cultural diversity of the city. Therefore opening up a bubble tea shop has been a huge market for Chinese investors not only because of the trend but also the low cost of making bubble teas. Hence opening a new bubble tea shop is a difficult task due to its competitiveness. If the shop is opened in the area with high competition, the business will not be feasible. If the shop is opened in the area where bubble tea is not so common for the people who lived in that area, the business will not be successful. Therefore, choosing a right location is a huge first step for a successful bubble shop.

Business Problem

The objective of this capstone project is to find a right location for opening a new bubble tea shop in the city of Toronto, Canada. We will use data from Foursquare API and use Data Science methodologies to analysis the data. We will use clustering in machine learning to come up with a model that will predict that most appropriate location to open a new bubble tea shop.