

Capstone project - battle of the neighbourhoods

Introduction and business problem

- ▶ Client is looking to set up a bakery in/ around St Stephen's Green, Dublin, IRELAND
- ▶ Aim is to gather information about existing food/ drink venues in the area to see if the location is suitable for a bakery or if there is already an established competitor in the area

Data

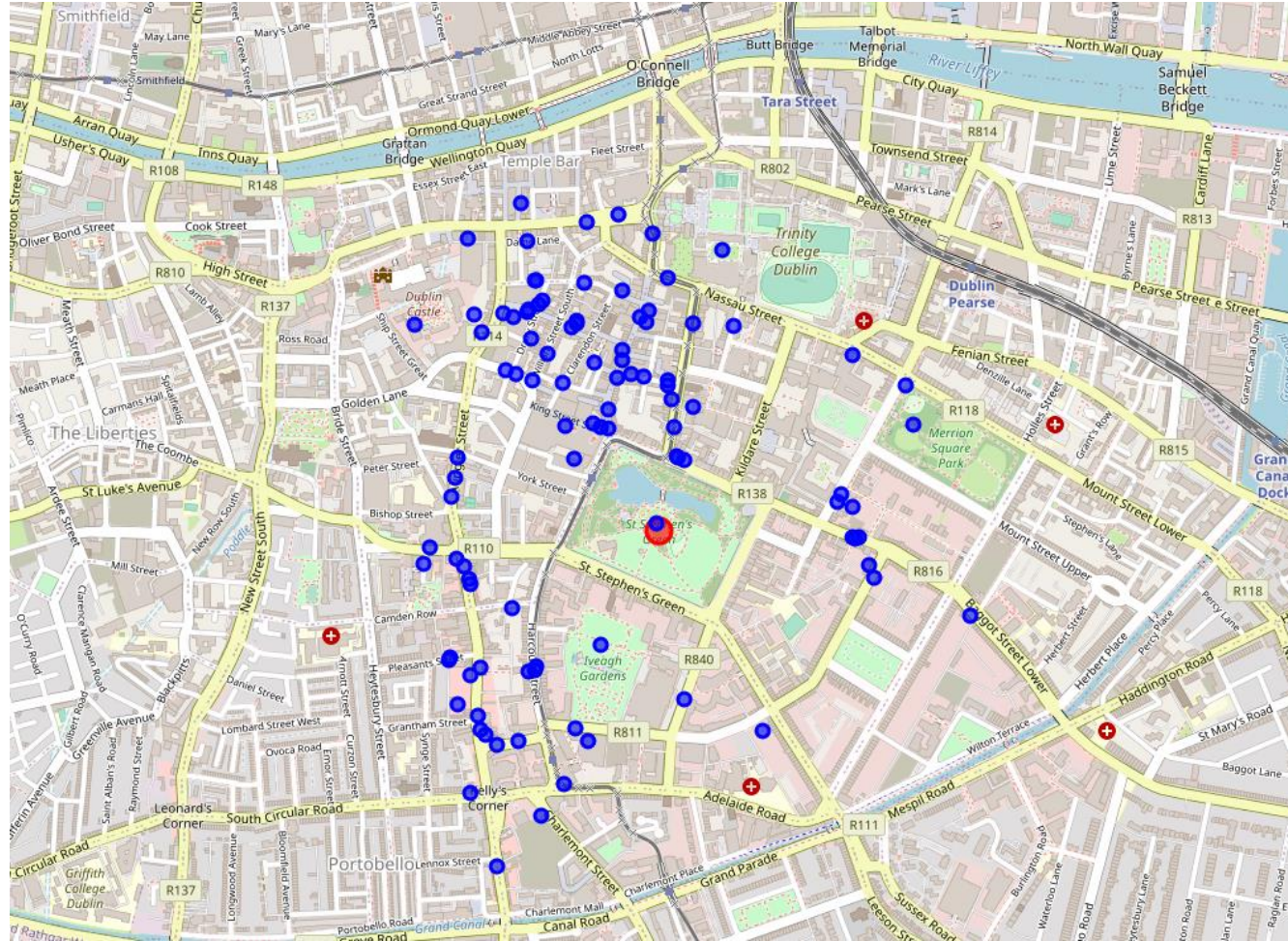
- ▶ Foresquare API; use to find latitude and longitude coordinates of St Stephen's Green
- ▶ List venues within 1000 meters of this POI
- ▶ Analyse the location and count of the bakery venue category in this area
- ▶ Visualisation of locations on a map

Methodology

- ▶ Obtain the latitude and longitude coordinates of St Stephen's Green using Foresquare API
- ▶ Search this location to GET results of venues within 1000 metres (limited to 150 venues)
- ▶ 100 venues returned
- ▶ Sorted into categories of venue
- ▶ Count made of each unique category and the frequency of appearance
- ▶ Out of total, analyse how many were bakeries
- ▶ Visualise the area and venue locations on a map

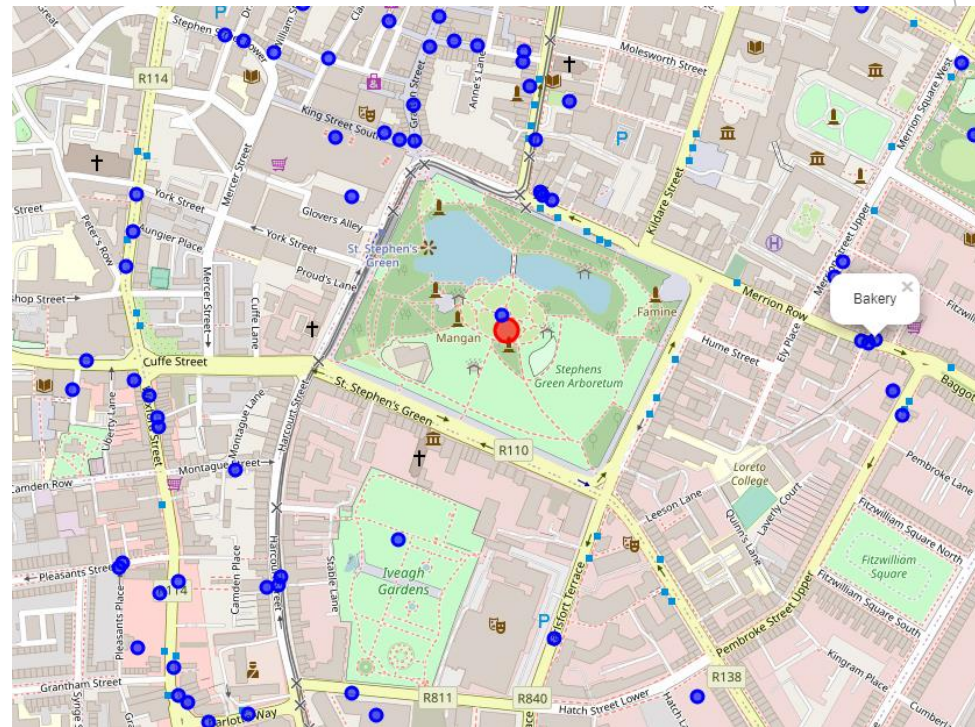
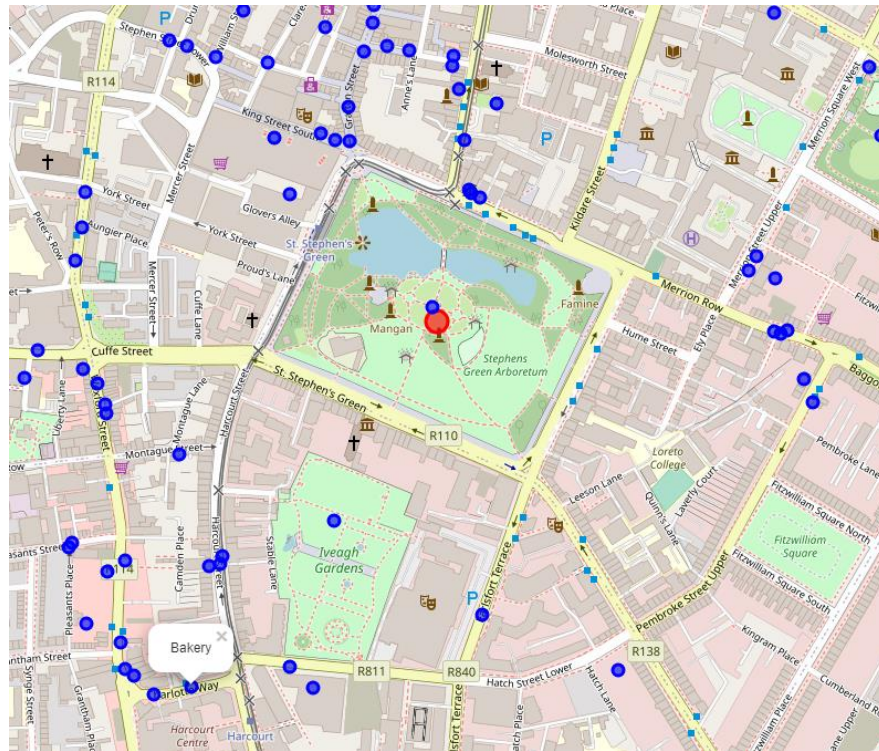
Results

- ▶ 100 venues (blue dots) within 1000 meters of St Stephen's Green (red dot)



Results

2 out of 100 venues returned were bakeries



Discussion

- ▶ 2 of the 100 venues returned were bakeries
- ▶ Not located in St Stephen's Green or the immediate streets surrounding this location
- ▶ Suggests it may be a good business to open in the area as there are not many other competitors
- ▶ The map results also show that there along with bakeries, there are not other food or drink venues in St Stephen's Park itself- presents a good opportunity to catch all passing trade

Conclusion

- ▶ Successfully collected and visually presented data about existing venues located near to a given area of interest using the Foresquare API application.
- ▶ Will help to inform the client of the suitability of this area for opening a potential bakery business.
- ▶ Business problem outcome; by looking at the existing venue categories and visualising where they are in relation to St Stephen's Green, the desired location appears to be suitable for the client's bakery business with no apparent conflicts of there being similar businesses already in the area.