Location Analysis for a new Smoothie and Juice Shop in Boston Area
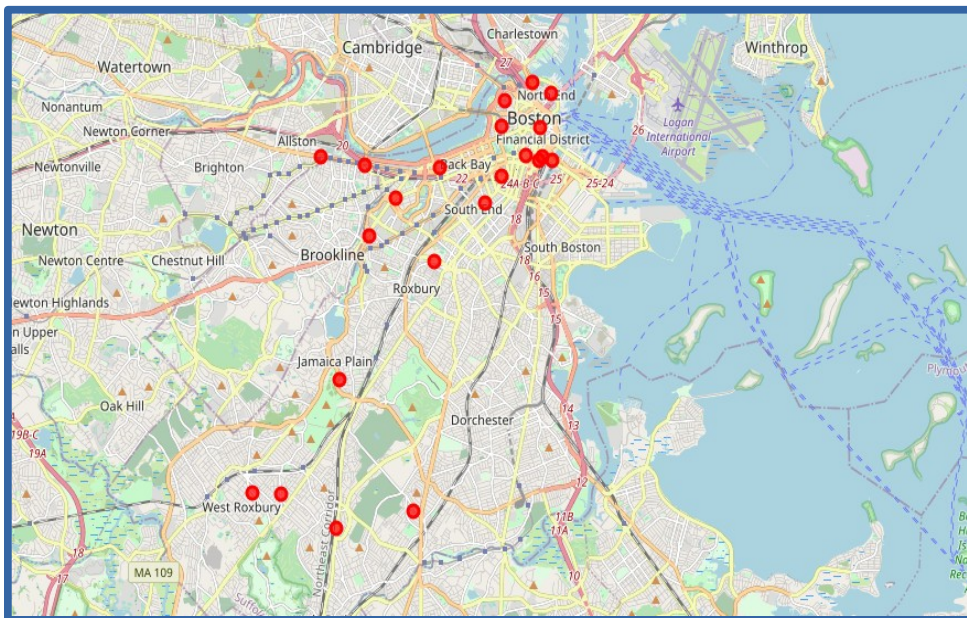
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Introduction

Now a days people consider more on healthy options when they select food and drinks. Lots of health and nutrition experts recommend eating fresh vegetables and fruits which helps our human body in many different ways. Fresh smoothies and juices are widely considered a healthy food option. People like to get smoothies and juices at any time of the day. However, there is a high tendency of people to seeking for a smoothies and juices while they are commuting to work, after an exercise/work out routine, in their shopping trips and visiting a park or participating other leisure activities.

When opening a smoothie and juice shop one of the most important factor is the location. It is important to find a neighborhood with a higher demand for the product as well as no sufficient amount shops serving smoothies and juices. A location in a neighborhood with a reach to shopping centers, gymnasiums, parks, universities, office places, transportation hubs and other higher people traffic areas will get more opportunity to establish a successful business.

This project will assist smoothie and juice business looking for a new opportunity in Boston neighborhoods. The location analysis and recommendations provided in this project will help their decision making process.

Business Problem

When establishing a new business, the business owners can benefit higher sales and a good profit if they open their shop in a neighborhood having a higher demand for the product and less supply. This project is intended to solve this business problem for a smoothie and juice shop to provide recommendations on the locations with higher business potential.

Methodology

Extract neighborhood and venues data from Wikipedia and Foursquare API to analyze the areas in Boston to find suitable locations with higher business opportunity to open a smoothie and juice shop.

Data Requirements

- List of neighborhoods in Boston, MA, USA.
- Latitude and longitude of each neighborhoods.
- Venue data about other business in the area.

Potential Sources of Data

- Wikipedia page with a list of neighborhoods.
- Foursquare API to get the venue data.
- Python geocoder package which will give the latitude and longitude of each neighborhoods.