

Capstone Project: Bubble Tea Frenzy

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Introduction

Business Problem: Where is a suitable location to open a new bubble tea outlet in Singapore?

Target Audience: Franchise owners and investors



Grab
Food

Data

To solve the problem, we will need the following data:

1. List of MRT (mass rapid transit) stations in Singapore. Each MRT station is associated with its surrounding area i.e. neighbourhood
2. Latitude and longitude coordinates of the MRT stations
3. Venue data, particularly data related to bubble tea stores

Methodology

1

List of 122 MRT stations

CSV file using Pandas library

2

Geographical coordinates

Latitude and longitude using Geocoder package

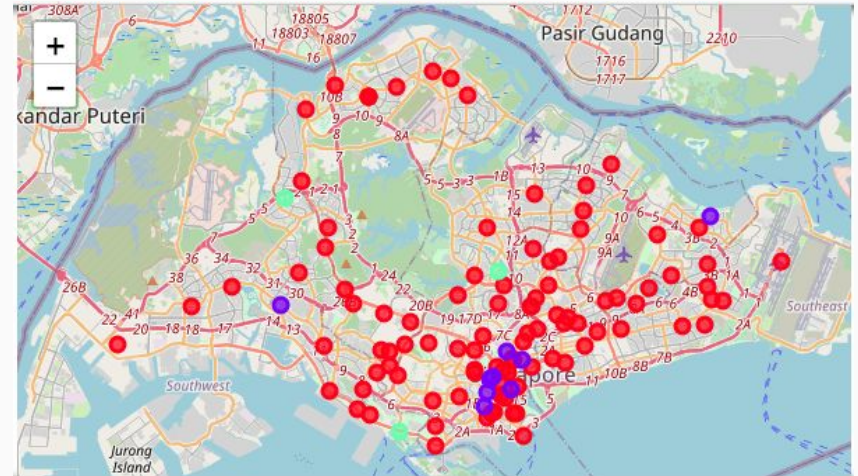
3

Venue data

Bubble tea stores using Foursquare API

Results

1. Cluster 0 (Red): Neighbourhoods with high concentration of bubble tea outlets
2. Cluster 1 (Purple): Neighbourhoods with low concentration of bubble tea outlets
3. Cluster 2 (Mint): Neighbourhoods with very low concentration of bubble tea outlets



Discussion

- Most outlets are evenly scattered throughout Singapore, with the highest number in cluster 0
- Clusters 1 and 2 have very low to low bubble tea stores in the neighbourhoods
- Oversupply of outlets is prevalent in the city region, with the residential areas having very few bubble tea stores

Conclusion

Where is a suitable location to open a new bubble tea store in Singapore?

Three neighbourhoods in cluster 2: Labrador Park, Choa Chu Kang and Bishan

Findings of this project will help stakeholders to seize opportunities on high potential locations with significantly lesser competition

Thank You!