# New Cafe in San Diego

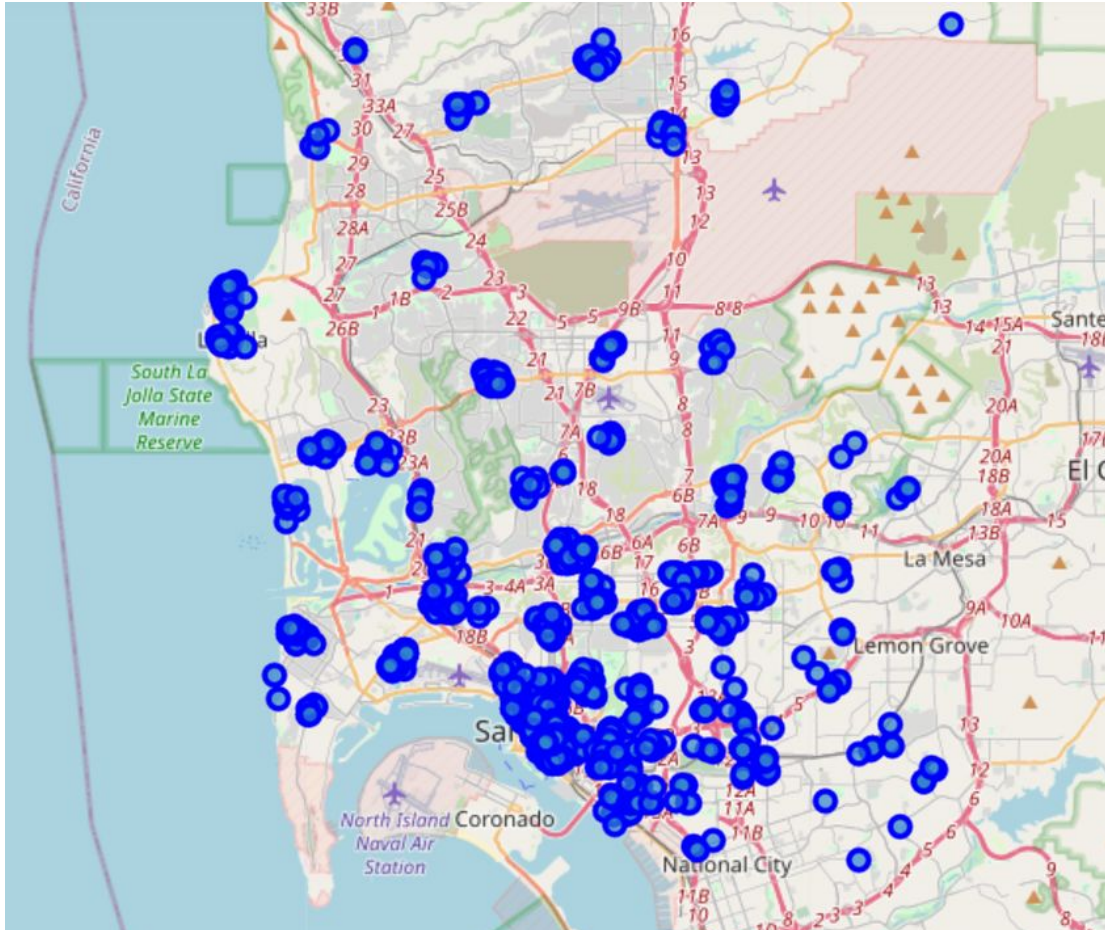Coursera Project by Nathaniel Fisher

# Business Problem

How can we determine the best neighborhoods to open a new cafe in the city of San Diego?

**Centrally focused, balanced competition, and popular dining locations**

# Data

- Data scraped and cleaned from wikipedia to gather all neighborhoods in the city.
  - Geocoder to retrieve coordinates

- Foursquare location data to gather venues in the neighborhoods of similar nature to stakeholder's cafe.
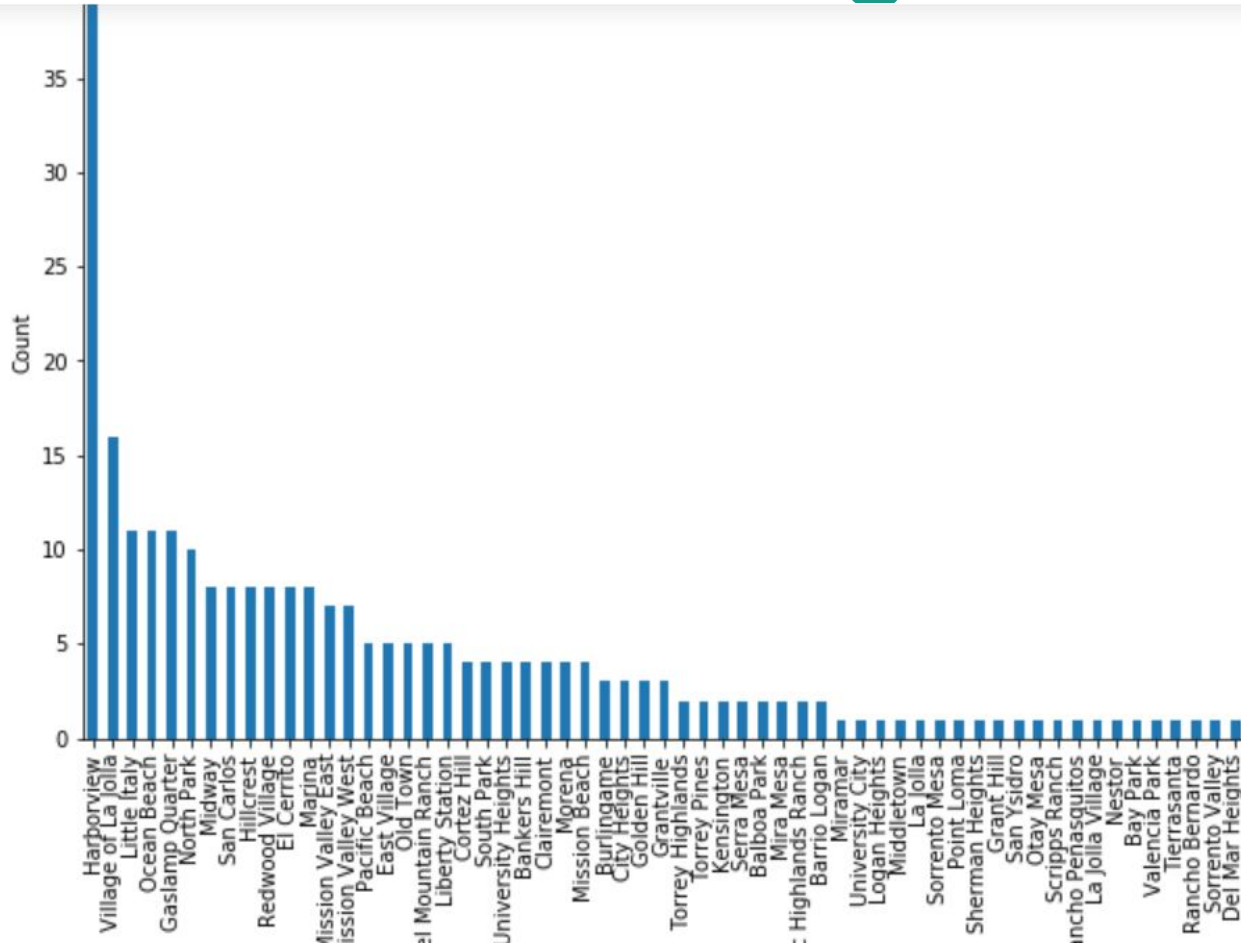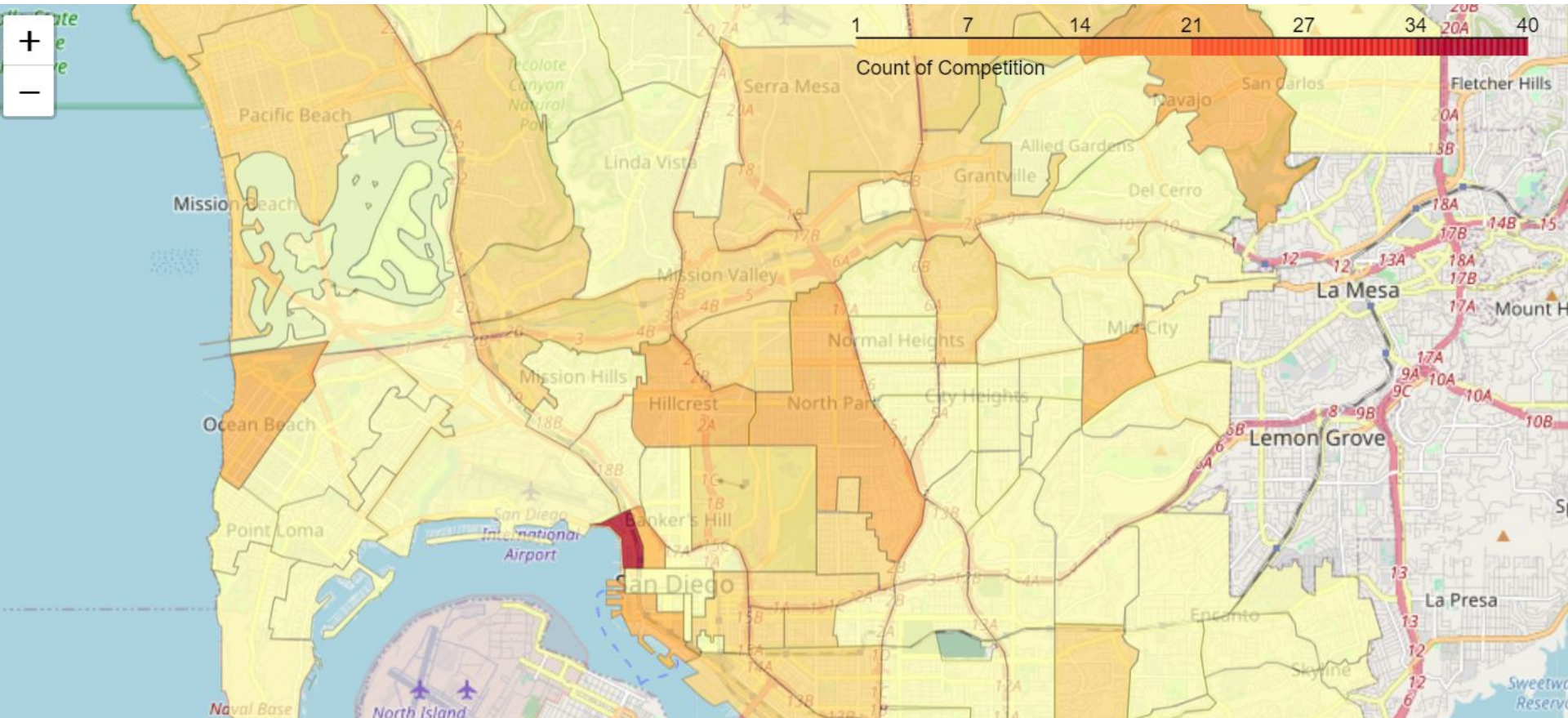
# City of San Diego Neighborhoods

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- Over 100 different neighborhoods through the city of San Diego

- Stakeholder focus on centrality means focus will be around downtown area where most neighborhoods are located

- Foursquare data obtains venues from these neighborhoods
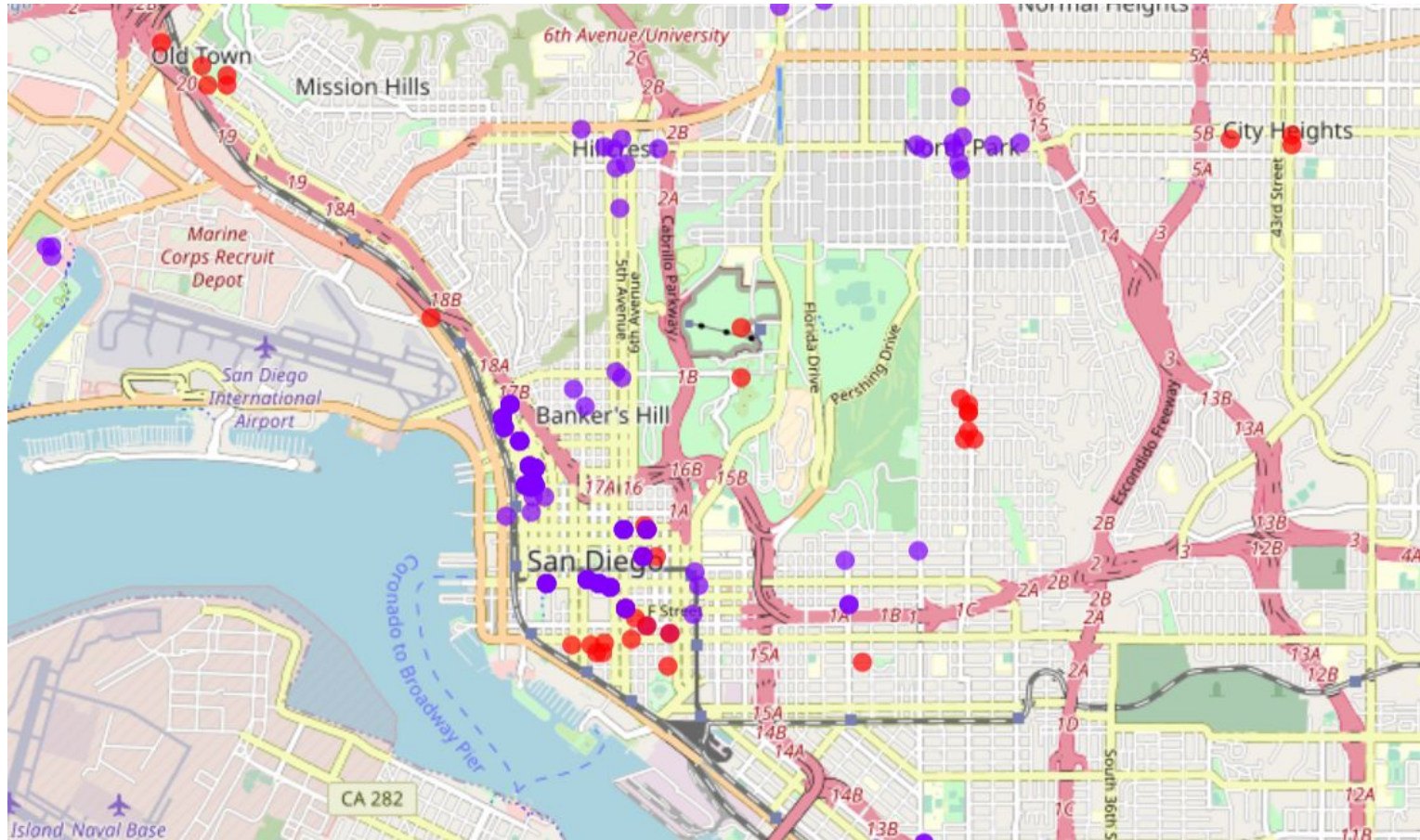
# Neighborhoods with High Cafe Count

# Heat Map of Similar Venues

# Results of Similar Venues

- Using Foursquare, data obtained related to cafe categories indicates a strong number in Harborview, Little Italy, and Gaslamp areas as indicated by dark red and surrounded dark shades.

- Additional areas with darker shades are North Park, Ocean Beach and Hillcrest
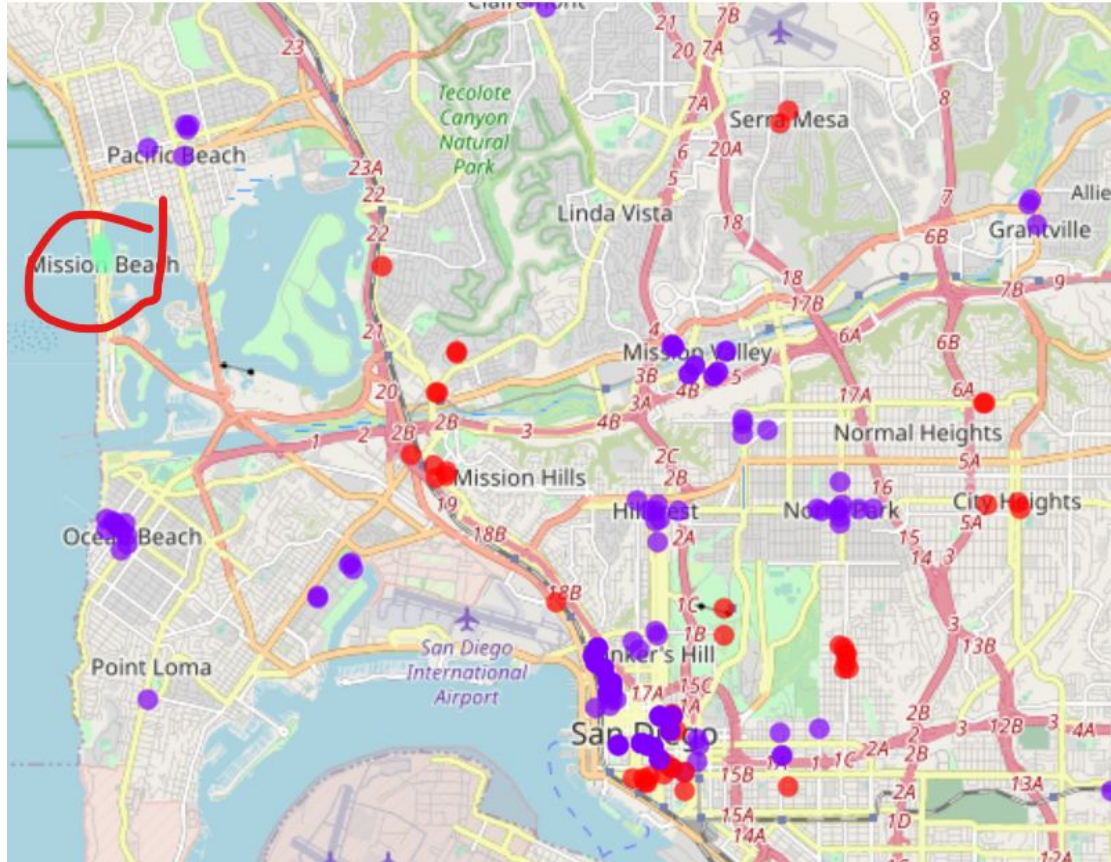
# Cluster of San Diego Neighborhoods

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- KMeans clustering reveals similar types of coffee shops and cafes around the city. Blue/Purple represents Coffee Shops and Red represents Cafes.

- As indicated earlier, Little Italy and Harborview have significant number of venues that may present challenges for a new cafe. However, a neighborhood such as Bankers Hill is located directly to the east and only displays a few coffee shops.

# Cluster of San Diego Neighborhoods

Although less central, Mission Beach is also an interesting location due to its cluster containing 0 Cafes or Coffee Shops, and only Breakfast places.

# Discussion and Conclusion

- Although further research is needed into the characteristics of these neighborhoods, ideal neighborhoods appear to be Bankers Hill and East Village, which are next to the popular cafe areas of Little Italy and Gaslamp, respectively. Both of these have limited number of existing cafes too.

- If stakeholders expand their location preferences, Mission Beach (although less central) is an interesting prospect because of its beach location, abundance of tourists, and few number of traditional cafes.