

COURSERA'S IBM APPLIED DATA SCIENCE CAPSTONE

Opening a new restaurant in Tagaytay City, Cavite, Philippines

By: Robert Neil Ambion

May 2020

INTRODUCTION

Tagaytay City has been one of the most visited cities in Luzon during weekends and holidays. Most people come to Tagaytay to enjoy the breeze in the city. While enjoying the breeze of Tagaytay, most of the people took their time in spending their moments in Tagaytay on restaurants. Because of this, business owners are taking this opportunity to build more restaurants in the city. The question that lies here is where would be the ideal location if a business owner would try to open a new restaurant in the city where there would be a minimal competition.

BUSINESS PROBLEM

The objective of this capstone project is to know where would be the ideal location to open up a new restaurant in Tagaytay City using data science and machine learning technique such as clustering. This also answer to a business problem such as: where would be the ideal location to open up a restaurant with minimal competitions?