

# IBM – Coursera Capstone

## Introduction

New York City is the most populous city in the United States, and has a significant impact and influence on the world's economy, entertainment and technology sectors, among others, and is a city that never stops growing, known as "The city that never sleeps".

Coffee is one of the world's most popular beverage, as it is considered an universal drink. As it is an inexpensive drink to prepare, coffee shops tend to be a profitable business.

In this project we will be analyzing data from New York City to answer the question: "which would be the best location to open a new coffee shop?"

## Business Problem

The objective of this project is to evaluate the neighborhoods of New York City, exploring data about NYC neighborhoods and using machine learning techniques to help identify which would be the best area to open a new coffee shop.

## Target Audience

This project could be useful to investors looking to open up a new coffee shop in New York City.

## Data

For this project, we will need a list of neighborhoods in New York City, the venues located in the city, as well as the coordinates from each venue so we can visualize the data in a map.

To get the list of neighborhoods in NYC, we will be using data from the NYU Spatial Data Repository ([https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572))

To obtain the venues located in NYC, we will be using the Foursquare API.