



Capstone Project – The Battle of Neighborhoods

Selecting a location for coffee shop opening

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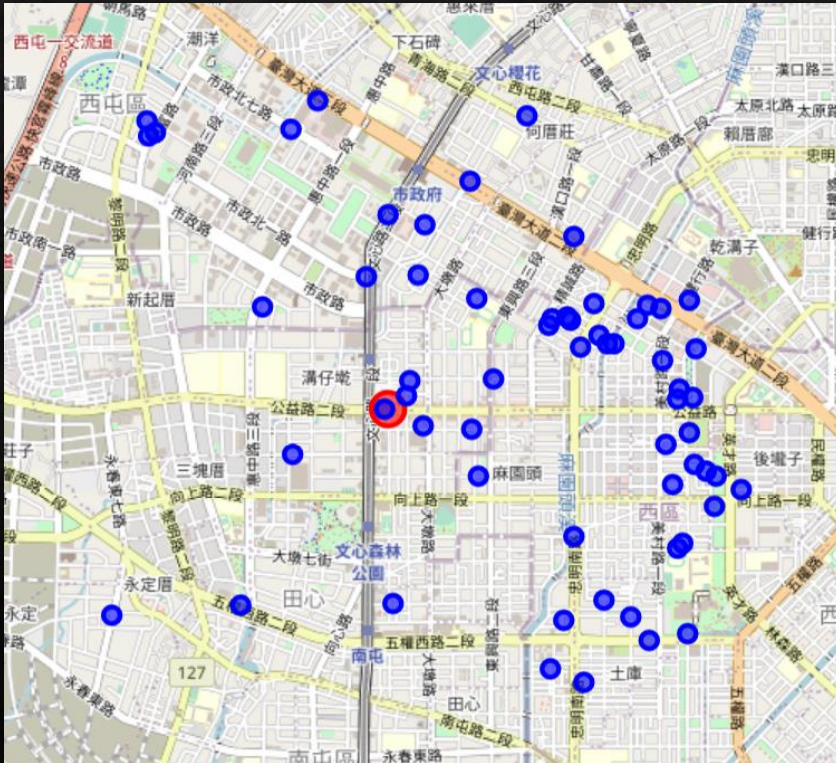
Selecting a suitable location for new coffee shop opening

- ◆ A lot of people would like to have their own business, during these years one of the most popular is coffee shop in Taiwan. It's easy to get a cup of coffee, like convenience store just right at the corner.
- ◆ It's important to select the location for new coffee shop opening.

Data acquisition

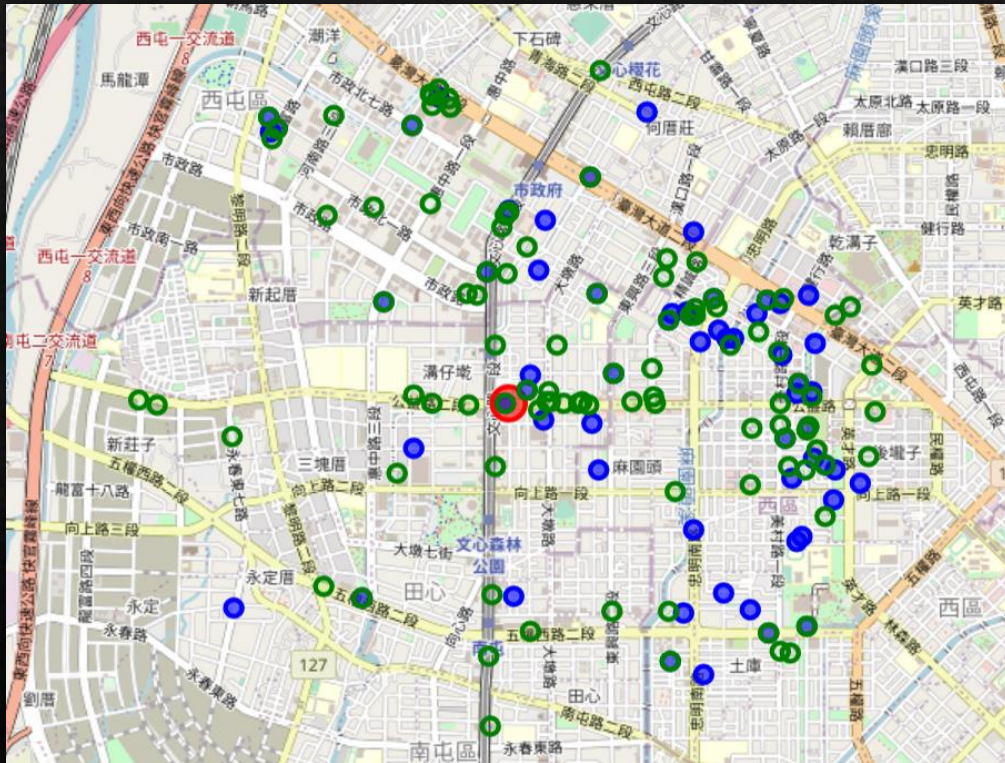
- ◆ Collecting data from Foursquare API.
 - ◆ Based on the location where I am as center, radius = 2km, to find all coffee shops in this area.
 - ◆ Get the data of the number of shops and location, and names.

Visualizing the distribution of coffee shops



- ◇ From left map, blue points are coffee shops. We can see the coffee shops are located on east side more than west side.
- ◇ Let's try to see what's the distribution of restaurant. To check if the population makes the distribution like this.

The distribution of coffee shops and restaurants



- ◇ From map, seems restaurants are distributed more randomly than coffee shop.
- ◇ Suppose population is not resulting in huge difference in restaurant opening location.

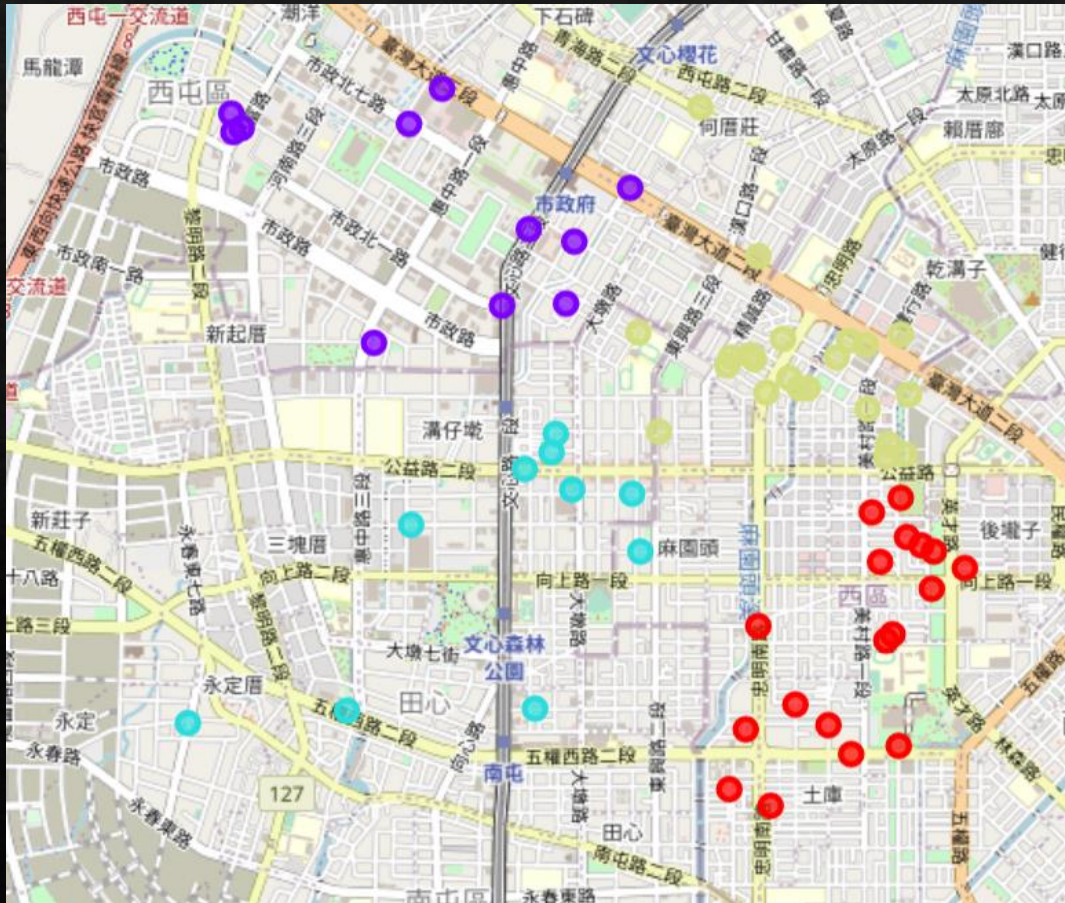
*Green points are restaurant
*Blue points are coffee shops

Analysis

- ◇ Since there is no detailed information of "Likes", "Tips" in Foursquare for these coffee shops in Taichung. Thus, we cluster the shops and find a not crowded area.
- ◇ Set 4 clusters and adding cluster labels.

Cluster Labels	name	categories	lat	lng
2	Cafe Terry	Café	24.151554	120.648708
3	THE FACTORY / mojocoffee	Café	24.155055	120.657085
3	mezamashikohi Trio (目覺三店)	Café	24.155156	120.656170
1	Caffaina Coffee Gallery (卡啡那 (惠來店))	Café	24.155698	120.641258
3	edia cafe	Café	24.156049	120.652248

Results



- ◇ From left, we can see the light blue and purple area are not so dense of coffee shops distribution.
- ◇ Light blue and purple area should be better area for coffee shop opening.

Conclusion

- ◆ According to the maps, finally we choose the purple area for new coffee shop opening.
 - ◆ It is the area with City Hall, also a new developed area with shopping mall and residential district .
 - ◆ It's easier have parking lot and expect to have more people coming.
- ◆ A better way for analysis would be taking data from google API and getting population data to better analyze the current situation then decide a location for coffee shop opening. The information from Foursquare is not enough for the analysis.