

FINDING CHILD CARE IN ZURICH

**Applied Data Science Capstone by
IBM/Coursera**

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Background

- Day care is popular but difficult to find
- Identifying regions with low day care density gives stakeholders necessary data to develop their business
- Stake holders:
 1. Business
 2. Government
 3. Parents

Results – day care venues in Zürich, Switzerland



- Few high density areas
- Mostly under developed business areas

Regions of interest

- I use K-means clustering to identify regions of interest
- 23 clusters are identified
- 23 addresses at the center of each cluster are identified
 - These addresses are the starting place of exploration of new venues



Conclusion

- 23 regions with low day care density are identified
- 23 starting points for final exploration by stakeholders.

Final decision on optimal location will be made by based on taking into consideration additional factors :

- population density of parents/children
- real estate availability
- prices

