

Coursera Capstone Project

The Battle of the Neighborhoods



Problem and Interest

Problem

How someone who wants to open a bakery in Chicago should choose the right location?

Interest

Research might be of interest to somebody who wants to open a bakery and needs to know which location might be the best to open such a business.



Data Description and Cleaning

- Foursquare API for venue analysis
- Zip Codes and Chicago community names (zipatlas.com)
- Zip Codes latitude and longitude OpenDataSoft
- Community names, zip codes and population (unitedstateszipcodes.org)



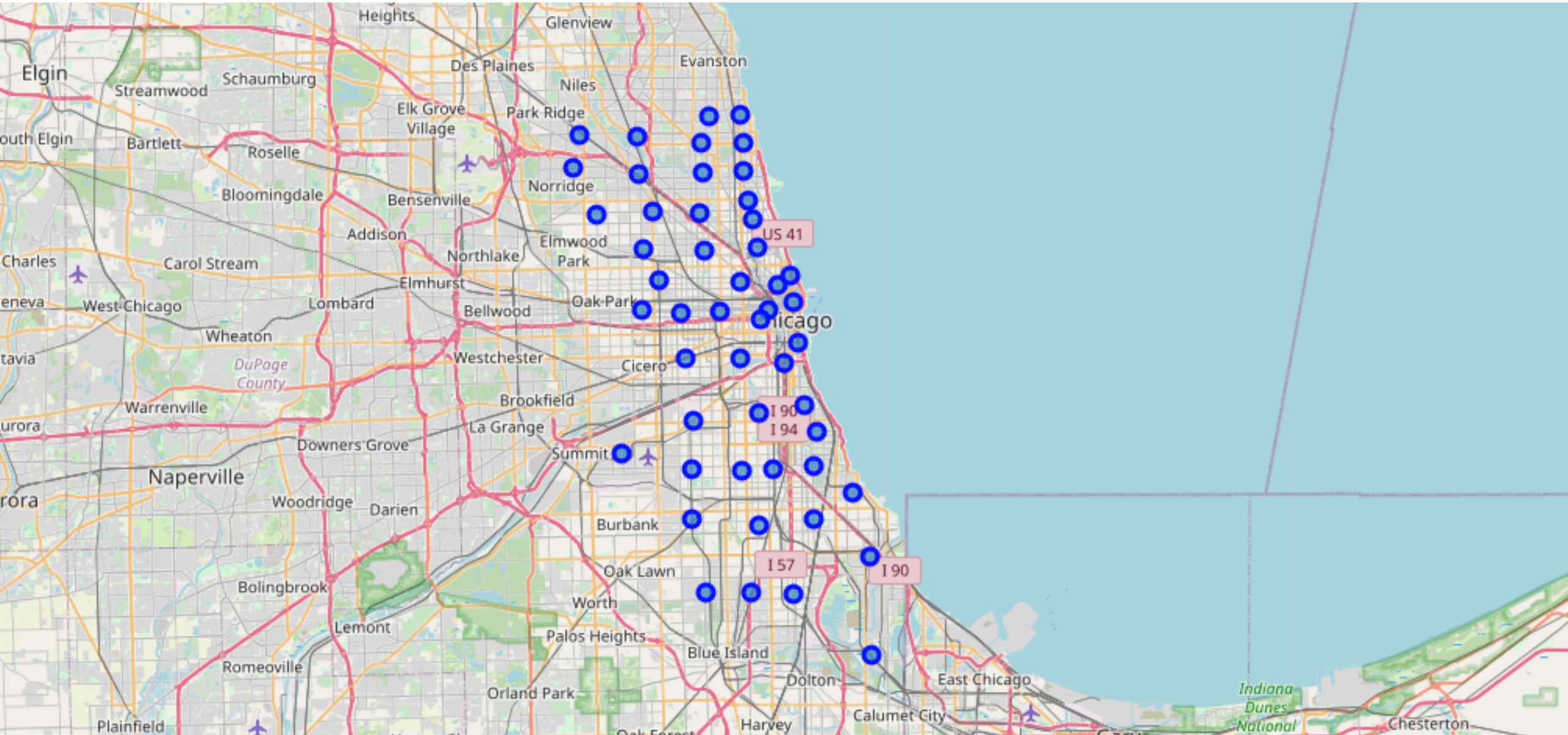
Data Description and Cleaning | Zip Codes, Population and Geolocation

	Zip Code	Population
0	60626	59251
1	60660	47726
2	60640	74030
3	60657	66789
4	60610	47513

	Zip Code	Community	Population	City	State	Latitude	Longitude
0	60626	Rogers Park	59251	Chicago	IL	42.009731	-87.66938
1	60660	Edgewater	47726	Chicago	IL	41.990631	-87.66670
2	60640	Uptown	74030	Chicago	IL	41.973181	-87.66650
3	60657	Lake View	66789	Chicago	IL	41.940832	-87.65852
4	60610	Uptown	47513	Chicago	IL	41.898582	-87.63710



Data Description and Cleaning | Chicago Communities

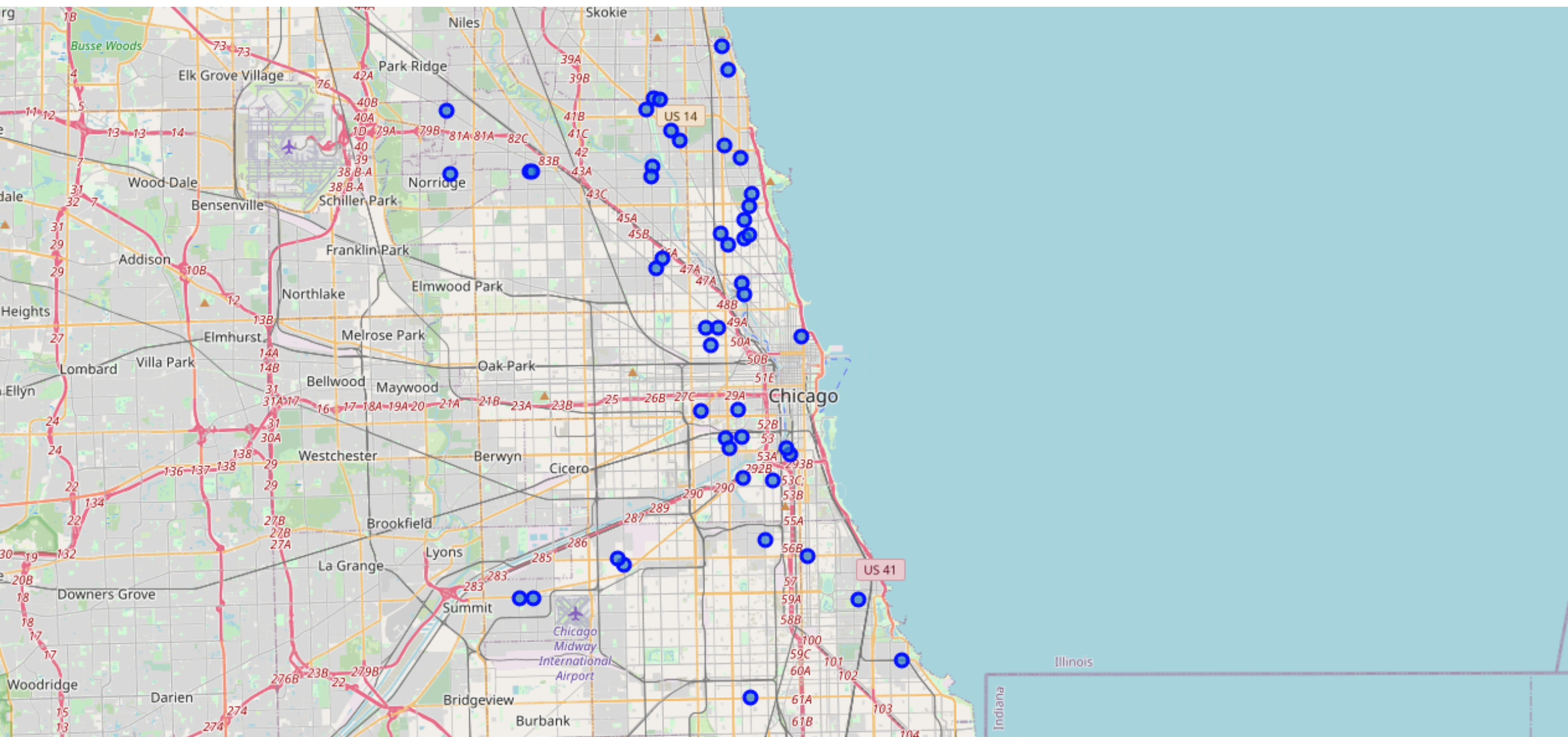




Data Description and Cleaning | Popular Venues and Population

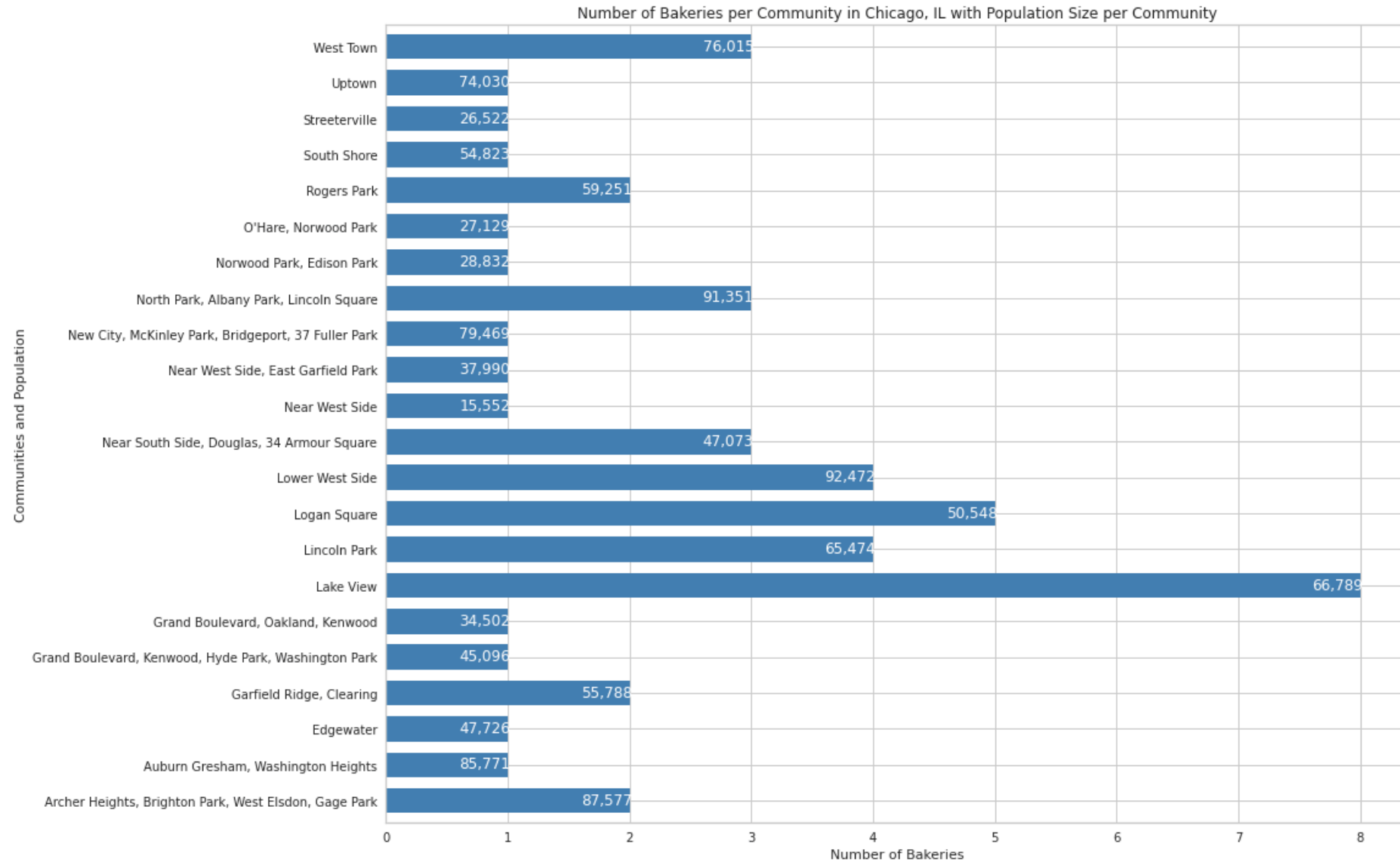
	Community	Population	Community Latitude	Community Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Rogers Park	59251	42.009731	-87.66938	Morse Fresh Market	42.008087	-87.667041	Grocery Store
1	Rogers Park	59251	42.009731	-87.66938	Rogers Park Social	42.007360	-87.666265	Bar
2	Rogers Park	59251	42.009731	-87.66938	The Common Cup	42.007797	-87.667901	Coffee Shop
3	Rogers Park	59251	42.009731	-87.66938	Lifeline Theatre	42.007372	-87.666284	Theater
4	Rogers Park	59251	42.009731	-87.66938	Glenwood Sunday Market	42.008525	-87.666251	Farmers Market

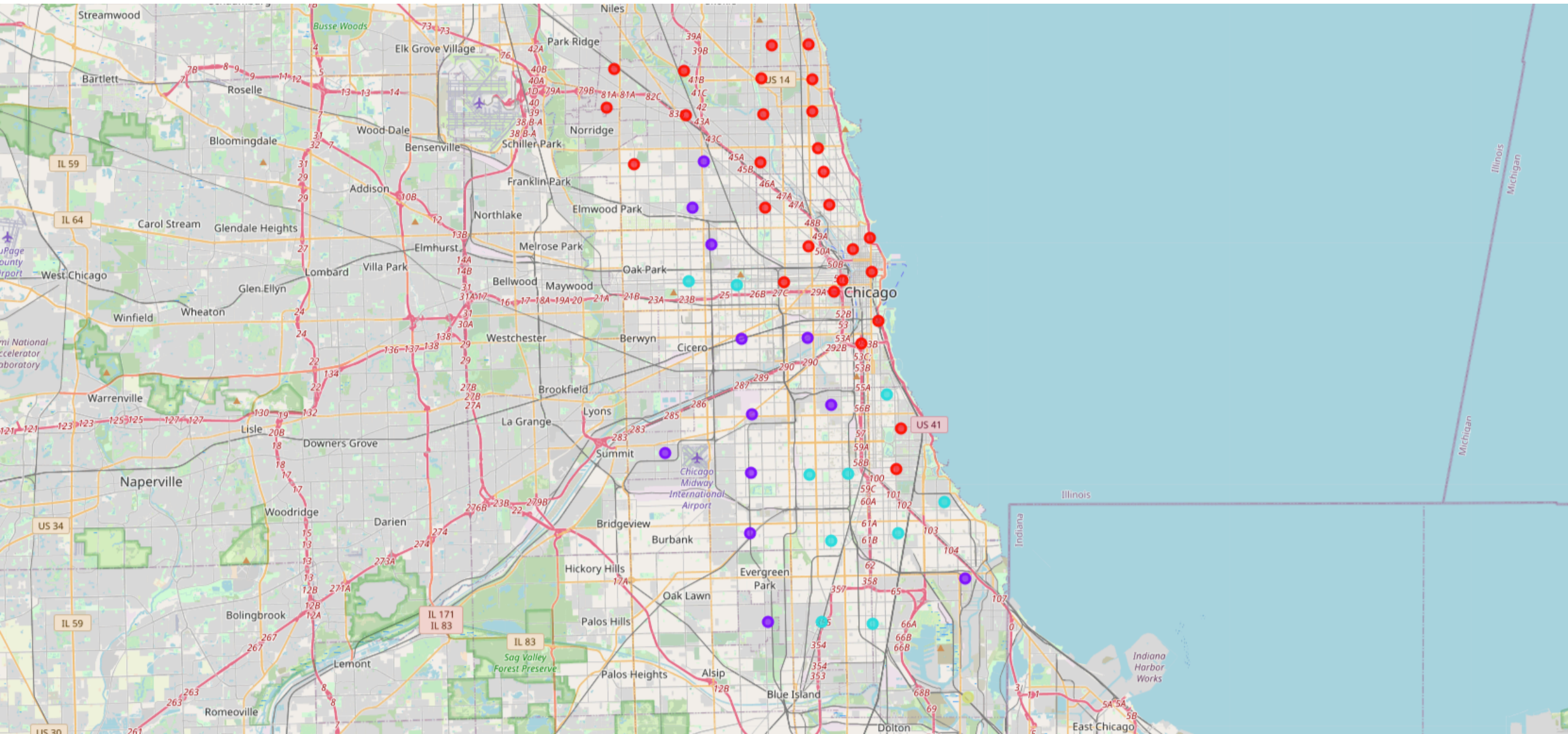
	Community	Number of Bakeries per Community	Population	Number of People per Bakery
0	Archer Heights, Brighton Park, West Elsdon, Ga...	2	87577	43788.0
1	Auburn Gresham, Washington Heights	1	85771	85771.0
2	Edgewater	1	47726	47726.0
3	Garfield Ridge, Clearing	2	55788	27894.0
4	Grand Boulevard, Kenwood, Hyde Park, Washingto...	1	45096	45096.0





Data Description and Cleaning | Community/Population and Number of Bakeries







Conclusion and Future Direction

Communities Auber Gresham, Washington Heights, Uptown and New City communities might be a good choice to open a bakery

More analysis is required of:

Pricing Margins

Office business in the area

Caffe Shops as client/competitor