

Applied Data Science Capstone Project

Evaluating location candidates for BYO
Ltd. in Glasgow

sbe
05/APR/2019

Selection of location candidates

- ❖ Selecting right location is crucial for success of start-up
- ❖ Process must be objective & transparent
 - ❖ Data guided / driven
 - ❖ Include business rules (criteria)
- ❖ Useful for BYO Ltd. , other start-ups
- ❖ Heatmaps useful for locals / guests

Data & Features

- ❖ Dataset from Foursquare
 - ❖ Cleaned, categorised by cat type
- ❖ Final dataset (w/o duplicates): 1326 rows, 15 columns
 - ❖ Duplicates (same venue, different category) dropped
- ❖ 4 Features :
 - ❖ category and category type group,
 - ❖ distance and distance classes (class1 / class2)

Business Rules

[mandatory part of this analysis]

Business Rule

Class 1

[500m around location]

Class 2

[1000m around location]

Number of competitors

[as low as possible]

[as low as possible]

Number of suppliers

> 3

[as high as possible]

Number of restaurants

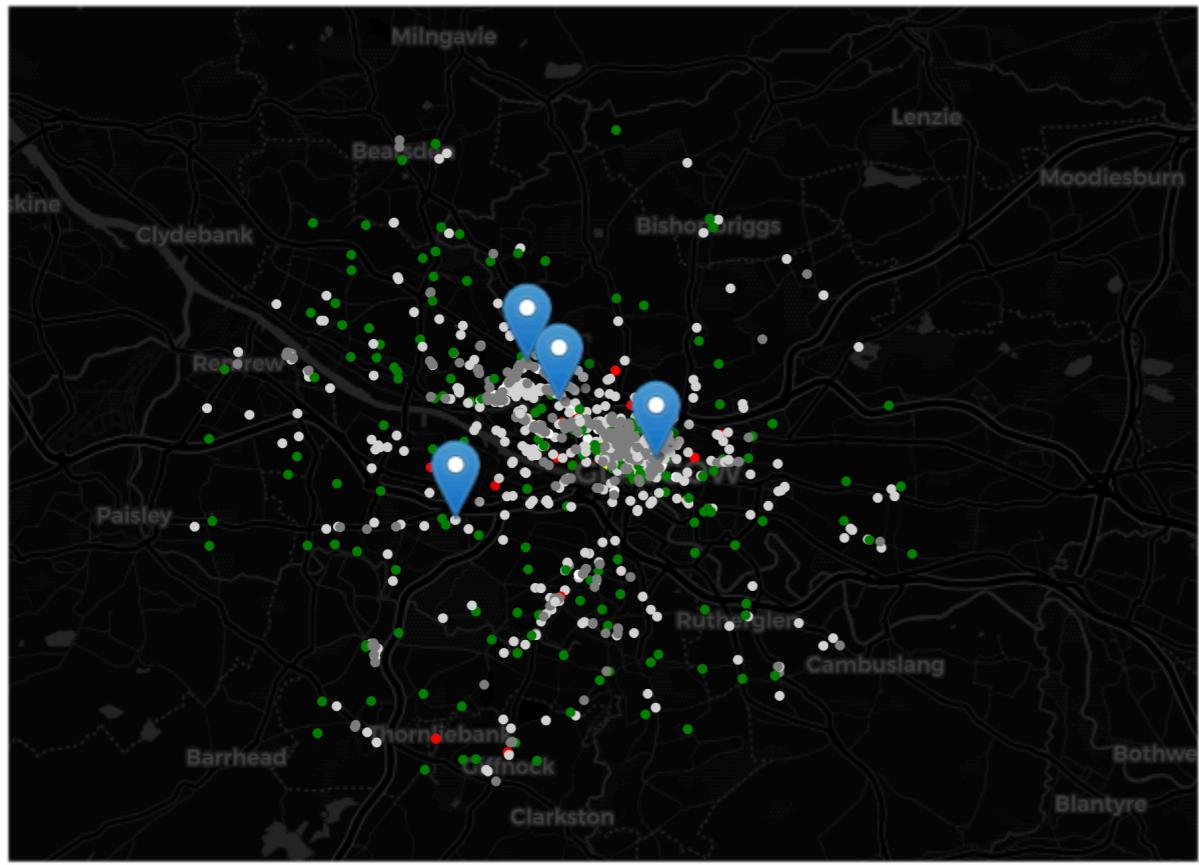
> 2 && < 10

[as high as possible]

Number or parks /
recreation venues

> 2

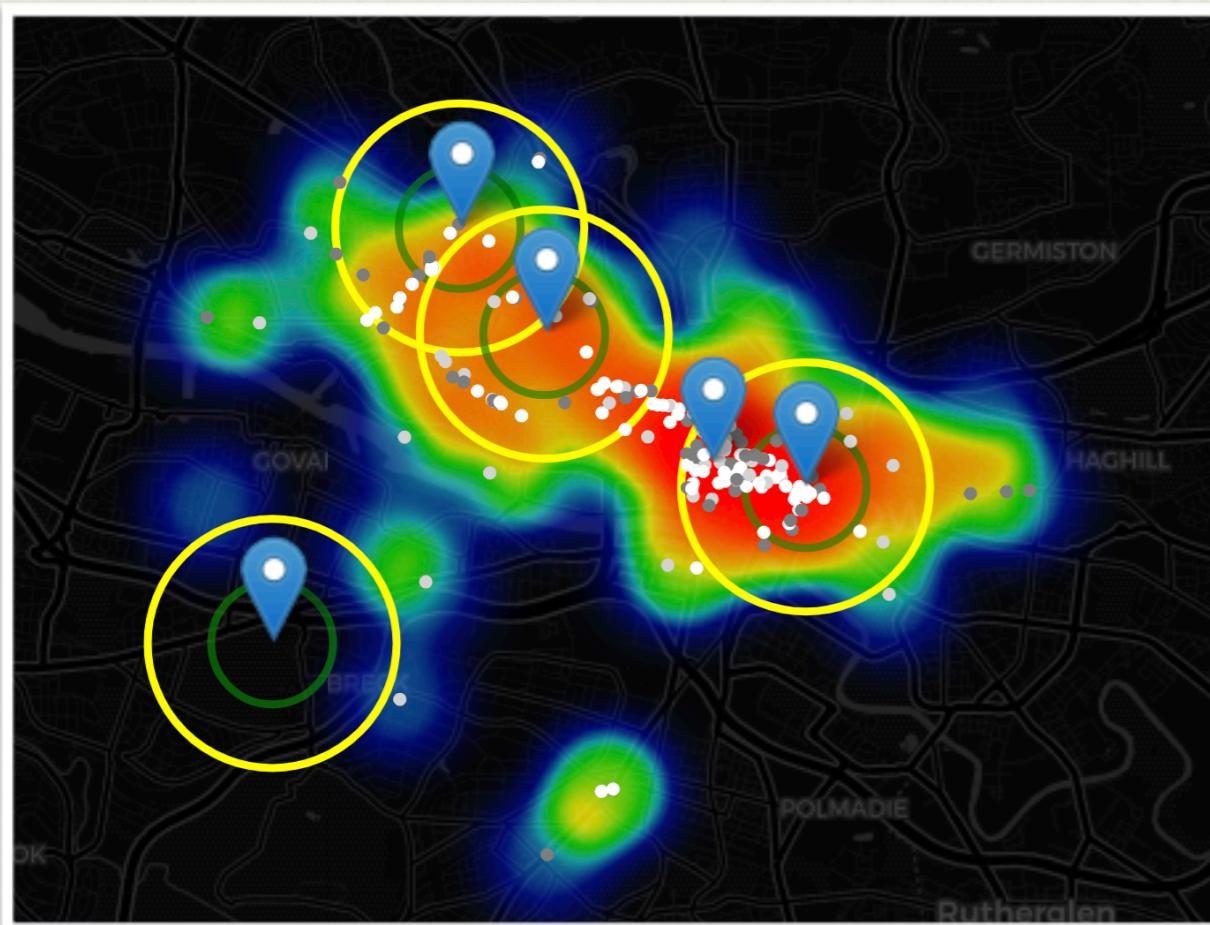
[as high as possible]



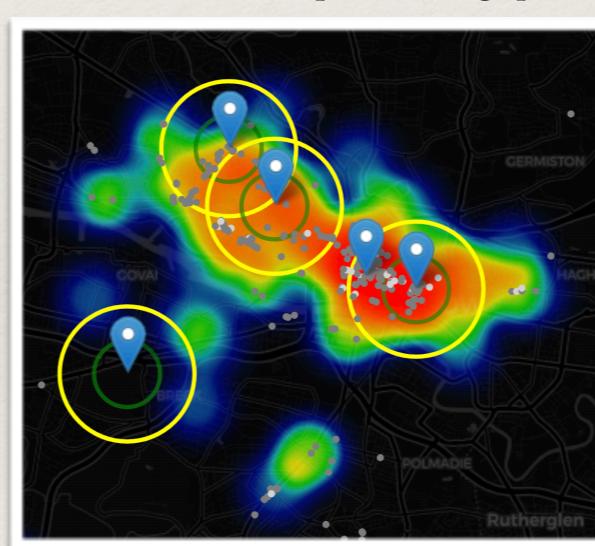
Map with all data points



Heatmap coworking spaces with class1 (green) & class2 (yellow)



Heatmap nightlife spots with class1 (green) & class2 (yellow)



Heatmap with restaurants
class1 (green), class2 (yellow)



Heatmap with parks / recreation
class1 (green), class2 (yellow)

Conclusion & further directions

- ❖ Built analysis & tool to evaluate candidate locations
- ❖ Recommended best location candidate
- ❖ Future direction:
 - ❖ Add socio-economic and transport data
 - ❖ Include statistical correlation analysis between feature

Ranking

[after application of business rules]

Class	Business Rule	#1	#2	#3	#4
class1	br1	Òran Mór	Park Circus	Merchant City	NaN
class1	br2	Merchant City	Òran Mór	Park Circus	Craighton
class1	br3	Park Circus	NaN	NaN	NaN
class1	br4	Òran Mór	Park Circus	Merchant City	NaN
class2	br1	Òran Mór	Park Circus	Merchant City	NaN
class2	br2	Merchant City	Òran Mór	Park Circus	Craighton
class2	br3	Park Circus	NaN	NaN	NaN
class2	br4	Òran Mór	Park Circus	Merchant City	NaN

Òran Mór is the best location candidate for BYO Ltd.