

Coursera Capstone

IBM Applied Data Science Capstone

Opening a Veterinary Clinic in the Bay Area

Shahbaz Masood

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Introduction

An uncle of mine is a veterinarian and wants to open up a clinic in the Bay Area (California) where the his clinic is most likely to succeed. This analysis aims to help all veterinarians to decide where to open up a pet clinic in the bay area.

Business Problem

The location of any consumer-oriented retail business is a key factor in its success. Same is true for a pet clinic. An ideal location should consist of many factors like pet friendliness of area, number of dog parks, number of pet food and service shops etc. The following analysis helps solve veterinarians to pick a spot where the clinic would have the most customers while considering the above mentioned factors.

Data

The analysis uses the data set **Bay_Area_cities.json** which was downloaded from the [github](#) repository of *FrankBowers43*. This json is used to get the names of all the neighborhoods in the bay area. These names are then fed to the Google Geocoder API to fetch the longitude and latitude values of each neighborhood. The locations are then fed into the foursquare API to get the 5 venue categories from the FourSquare API (i.e Dog Run ,Pet Café ,Pet Service ,Pet Store and 'Veterinarian'). The resultant data is used to perform the analysis.