

# COURSERA CAPSTONE

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OPENING OF A NEW CAFÉ IN DELHI, INDIA



# BUSINESS PROBLEM

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- Location is one of the most important factor while opening a café.
- Our objective is find the best location for the café where there is slight or no chance of any competition.
- This project is very timely as there is an evergreen increasing demand of café among the youth.
- Question- where should an investor look to open a new café.

# DATA

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- Data Required
  - List of neighbourhood in Delhi.
  - Their locations.
  - Venues in each of the neighbourhood.
- Sources of Data
  - Wikipedia page “[https://simple.wikipedia.org/wiki/List\\_of\\_districts\\_in\\_Delhi](https://simple.wikipedia.org/wiki/List_of_districts_in_Delhi)”

# METHODOLOGY

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- Web scraping Wikipedia page for the neighbourhood list.
- Getting locations of all the neighbourhood.
- Using foursquare API to get the venues.
- Group data by the “Neighbourhood” and take its mean to get frequency of each of the venue category in the neighbourhood.
- Filter it by “café”.
- Perform K-means algorithm and visualize the cluster in a map Folium.

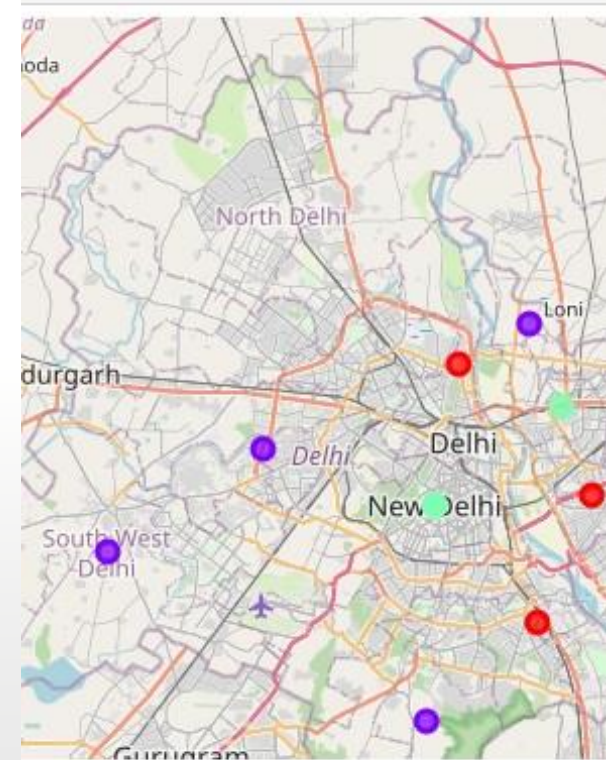


# RESULTS

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## 3 Clusters:

- Cluster 0: Neighbourhood with highest number of the café.
- Cluster 1: Neighbourhood with no. café.
- Cluster 2: Neighbourhood with moderate no. of café



# DISCUSSION

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- Highest no. in cluster 0 and moderate no. in cluster 2.
- Cluster 1 has no café and is therefore the best choice to open a café here.
- Open new cafes in the neighbourhood belonging to category 1.
- Avoid cluster 0 as there is high concentration of café there.

# CONCLUSSION

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- Answer to the question- Cluster I is the best preferred location for the opening of café.
- Findings will be very helpful for the investors.

THANK YOU!

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