

Coursera Capstone

IBM Applied Data Science Capstone

Opening a New Dessert Bar in San Diego, California

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Introduction

For many residents in San Diego, visiting dessert bars is a great way to relax and enjoy themselves or even to grab a gift for a friend. They have a wide variety of desserts to choose from. Some dessert bars are like a one-stop destination for all types of foodies. For dessert bar owners, the central location and the large crowds near shopping malls provide a great distribution channel to market their products and services. Business developers are also taking advantage of this trend and are building more bars to cater to the demand. As a result, there are many dessert bars in San Diego and many more are being built. Opening a dessert bar allows the business owner to earn a consistent income. Of course, as with any business decision, opening a new location requires serious consideration and is a lot more complicated with a lot of moving parts. Particularly, the location of the dessert bar is one of the most important decisions that will determine whether the business will be a success or a failure.

Business Problem

The objective of this capstone project is to analyze and select the best locations in San Diego California to open a new dessert bar. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In San Diego California if someone is looking to open a new dessert bar, where would you recommend that they open it?

Target Audience of this project

This project is particularly useful to business owners and investors looking to open or invest in new dessert bar in San Diego California. This project is timely as San Diego is saturated with dessert bars. Data from San Diego .gov showed that dessert bars are expected to grow by an additional 8 percent.