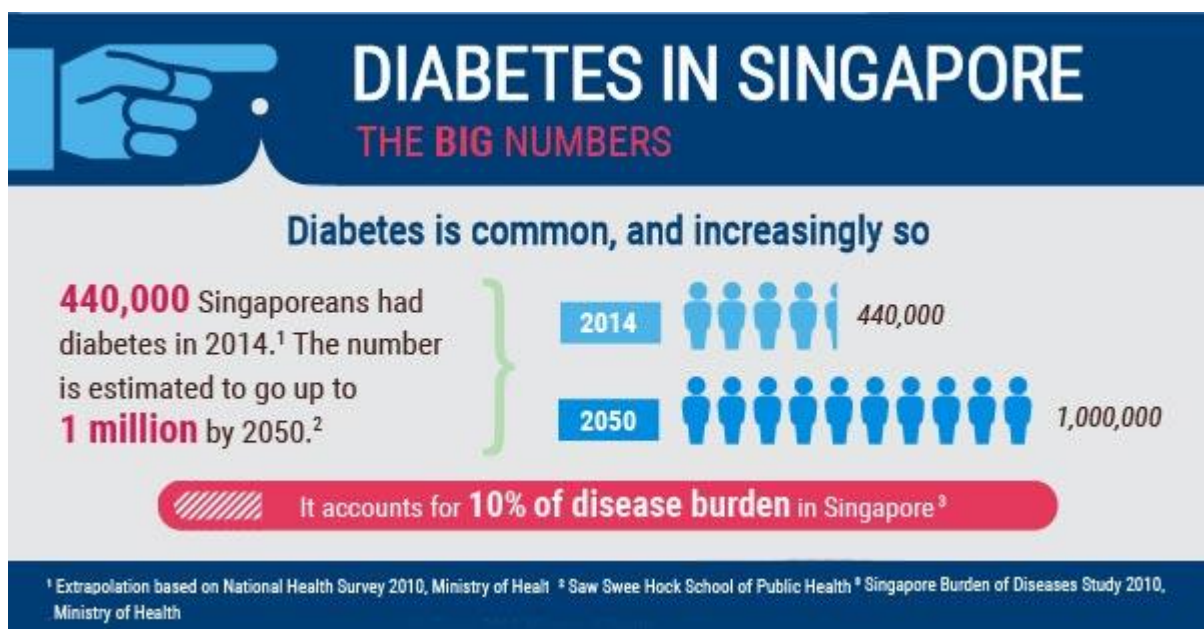# Healthy Café Location Selection in Singapore

IMB Data Science Capstone Project – The Battles of Neighbourhoods

Introduction

I.   Background

About 400,000 Singaporeans are diabetes and one in three has lifetime risk of developing the disease. And if nothing is done, the number of diabetes under age 70 is expected to rise to 670,000 by 2030 and one million by 2050.

Singapore government adopts a multi-pronged strategy to encourage Singaporeans to eat healthily and reduce their sugar intake from foods and drinks.

Coffee is one of the common sugar intakes for Singaporean. We are going to open a café to server coffee with less sugar and food with balanced nutrition.

II.   Healthy Café Concept

Target customers: Office clericals who care about healthy lifestyle but don't have time to prepare food for lunch or rush for dinner due to overtime.

Food Service: Coffee with sugar level choices and different types of milk (e.g. non-fat, skimmed milk, soya milk, etc). Food with nutrition label, and different size options to match and mix.

Coffee	Sugar	0%	25%	50%	75%	100%
	Milk	Non-fat		Skimmed		Soya Milk

	White Rice	Brown Rice	Soba Noodle
	Pork	Beef	Fish
	Green Vegetable	Organic Vegetable	

III.   Objective

To find out suitable locations in Singapore

     a. Near business area
     b. Ares with high density of gyms (To filter those areas passed by more people with healthy concept)
     c. Distribution of restaurants (types and density) – to understand competitor distribution

Data Acquisition

I.   Target business area in Singapore: https://www.corporateservicessingapore.com/7-popular-business-locations-singapore/
So, we can get below starting points
1. Raffles Place Area
2. Marina Bay Area
3. Tanjong Pagar / Anson Road
4. Orchard Road Area
5. Shenton Way Area
6. River Valley
7. Suntec City

II.   Get geocodes of above areas via Google Map

III.   Collect location data from Foursquare website: https://developer.foursquare.com/
     a. Location of office building / companies
     b. Location of gyms
     c. Location and category of restaurants

Data Analysis

     a. Get the density of office building, gyms and different types of restaurants via data visualization
     b. Explore top5 types of restaurants for each area
     c. Decide weighting for below attributes to get total score
- Count of office buildings / companies
- Count of gyms
- Count of café or salad stores

     d. Pickup locations based total score

Analysis plan will be adjusted based on actual data