



Coursera Capstone

IBM Applied Data Science Capstone

Opening a new Supermarket in Bratislava, Slovakia

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Business Problem

- Lack of supermarkets in neighborhoods close to the city center of Bratislava
- Overcrowded grocery shops with long queues

Objective:

- Highlight the areas with no supermarket in range and propose to stakeholders the best place to open a new one

Data

- List of boroughs in Bratislava
- Latitude and longitude coordinates of the boroughs
- Venue data related to supermarkets

Sources:

- Wikipedia page for boroughs
https://en.wikipedia.org/wiki/Boroughs_and_localities_of_Bratislava
- Geocoder package for latitude and longitude coordinates
- Foursquare API for venue data

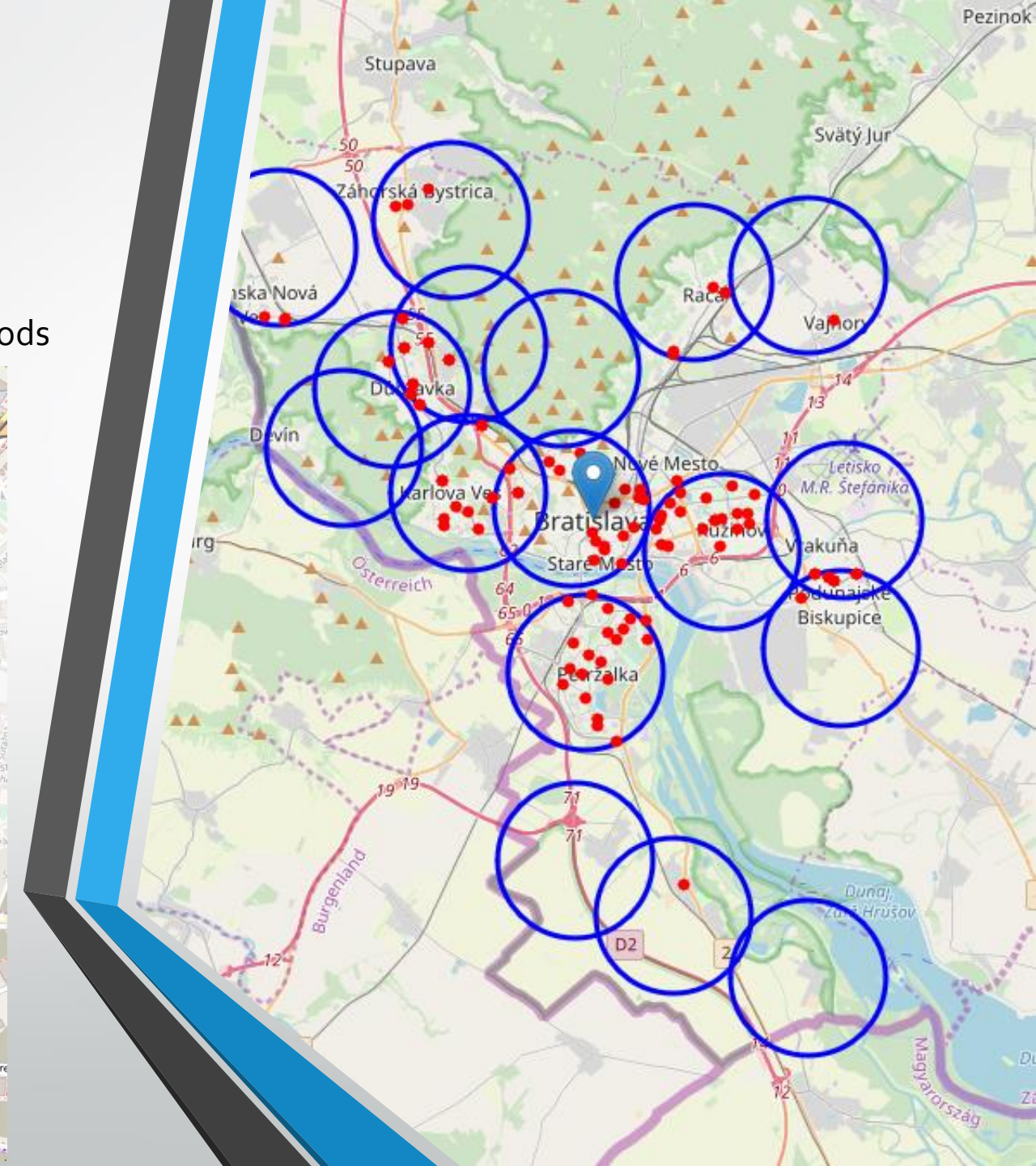
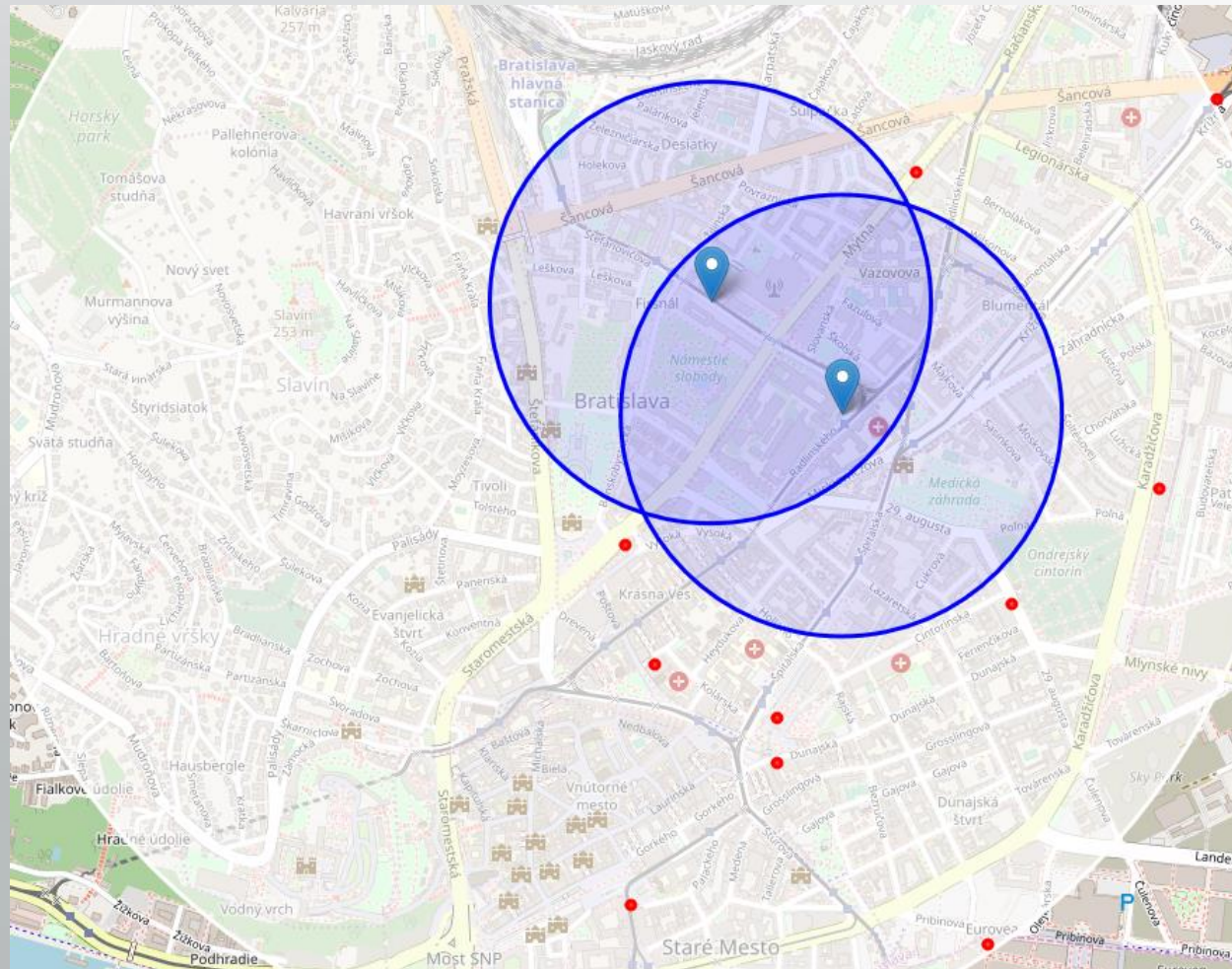
Methodology

- Web scraping Wikipedia page for borough list
- Get latitude, longitude coordinates using Geocoder
- Use Foursquare API to get venue data
- Filter venue category by supermarket
- Visualize venues by borough using Folium
- Analyze the 3 most populated boroughs and suggest the best area for a new supermarket

Results

We ended up to those 2 spots in Stare mesto as:

- There is no supermarket in radius = 500
- Are close to the city center
- A large part of Bratislava's population lives in those neighborhoods



Conclusion

- Areas with lack of supermarkets close to the city center identified
- The best 2 spots with monopoly nature proposed to stakeholders



Thank you!