

Business Problem

Opening a Cafe in Montreal

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Montreal, Canada

Introduction

Montreal is the second-most populous city in Canada and most populous city in the Canadian province of Quebec.

The city is a tourist destination with several recreational areas, historic monuments, numerous bars, restaurants and cafes. An activity that is touristy but also for its residents is drinking coffee. The activity can be done alone, accompanied by friends, and anytime at this city.

Out of 20 countries in the world that drink more coffee per capita, Canadians use about 6.5 kg /year per capita, more than the US and the UK.¹

On average, 72% of Canadians between 18 and 79 drink coffee on a daily basis but among regular coffee drinkers, the average consumption is 2.8 cups per day (Coffee Association of Canada).²

Business Problem

The objective of this project is analyse and explore the best locations with a high potential to open a new coffee shop.

It will be used the Foursquare API to explore neighbourhoods in Montreal, the explore function to get the most common venue categories in each neighbourhood, and then use this feature to group the neighbourhoods into clusters. For this task, it will be used machine learning , k-means clustering algorithm.

¹ <https://coffeebi.com/2020/03/16/coffee-in-canada-habits-and-innovation/>

² <https://coffeebi.com/2020/03/16/coffee-in-canada-habits-and-innovation/>

Target Audience

Contractor who wants to start from scratch , buy an existing business or anybody interested in a good coffee.

Data

For the Montreal neighbourhood data, a Wikipedia page exists that has all the information we need to explore and cluster the neighbourhoods in the city.

The data will be scraped from Wikipedia page (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_H) and the wrangled, cleaned, and then read into Montreal dataset.

Secondly, **Foursquare** API will be used to search for a specific type of venues, to explore a geographical location, and to get trending venues around a location. Also, the Folium, visualization library, to visualize the results.