



BRAND NEW PIZZA STORE IN WASHINGTON D.C.

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IBM Capstone Project



Business Problem

- Location is one of the important parameters that decide whether the opening of a pizza place will be success or failure.
- Objective: Analyse the neighbourhoods in Washington, D.C. and select the best location to open a Pizza Place.
- The place should not have many Sushi Shops around to avoid competition and must be a rich neighbourhood for best profits.

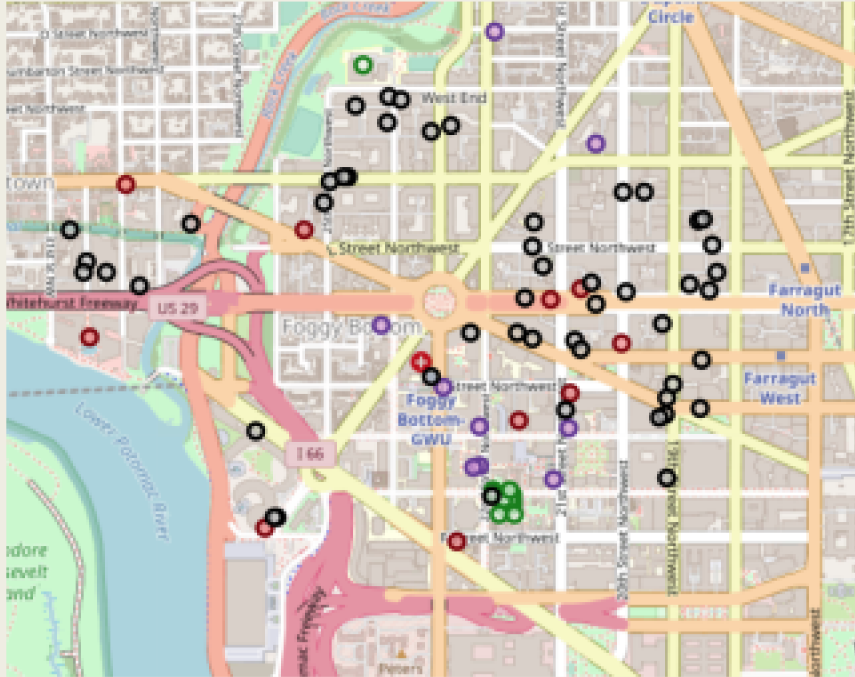
Data Description

- Neighborhoods in Washington, D.C:
https://en.wikipedia.org/wiki/Neighborhoods_in_Washington,_D.C.
- The coordinates of these neighborhoods from Open Street Map APIs
- Extract following venues data from FourSquare API
 - Pizza Place in the neighborhoods
 - College & University
 - Offices

Methodology

- Scraped Wikipedia page for neighborhoods in Washington, D.C.
- Obtained the geographical coordinates of these neighborhoods from Open Street Map API
- Used FourSquare API to retrieve nearby venue locations
- Calculated the weighted sum for each neighborhood to determine the best location
- Plotted all the retrieved venues in the map using Folium

Results



From the weighted sums,
we determined that
Foggy Bottom would be
the best location to open
the Pizza place

Conclusion

- Answer to the Business problem: Foggy Bottom is the best location to open a pizza place.
- The findings of this project will help the relevant stakeholders to capitalize on the opportunities on high potential locations in their decisions to open a new pizza place.

Thank you!

