Coursera Capstone

IBM Applied Data Science Capstone

Battle of Cafes -Mumbai

Introduction:

Coffee being a most consumed beverage in the world. This project is for those who love coffe much and always wanted to explore coffee shops around cities.Basically it will help tourists/coffee to explore nearby coffee shops and also people who want to open a new coffee shop and looking for a less or more crowded place in Mumbai. With the help of data science we can group places or neighborhoods according to number of cafes available also with advanced business analysis we can advice any one who wants to open a new coffee shop

Business Problem:

The objective of this capstone project is to guide tourists so that they can stay nearby most of coffee shops or explore most of the coffee shops and also to analyse a proper location to open new coffee shop with less competition around using the power of data and machine learning

Targeted Audience:

- Tourists
- Coffee Lovers
- Businessmen
- Marketing companies for advertising campaigns

Data Desciption:

I have used Foursquare API As it is mandatory it provides Neighborhood,Neighborhood Latitude,Neighborhood Longitude,Venue,Name of the venue e.g. the name of a store or restaurant,Venue Latitude,Venue Longitude,Venue Category just by passing parameters like client id,client secret and latitude and longitude

To solve the problem, we will need the following data:

- List of neighbourhoods in Mumbai .This defines the scope of this project which is confined to the city of Mumbai
- Latitude and longitude coordinates of those neighbourhoods.This is required in order to plot the map and also to get the venue data.
- Venue data, particularly data related to venues.

As there is no data available of various areas ,zipcodes/pincodes, coordinates of Mumbai so i have scraped them from website :-

- https://www.mapsofindia.com/pincode/india/maharashtra/mumbai/
- https://geographic.org/streetview/india/maharashtra/konkan/mumbai.html