

Opening A Café in Philadelphia

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IBM Data Science Capstone

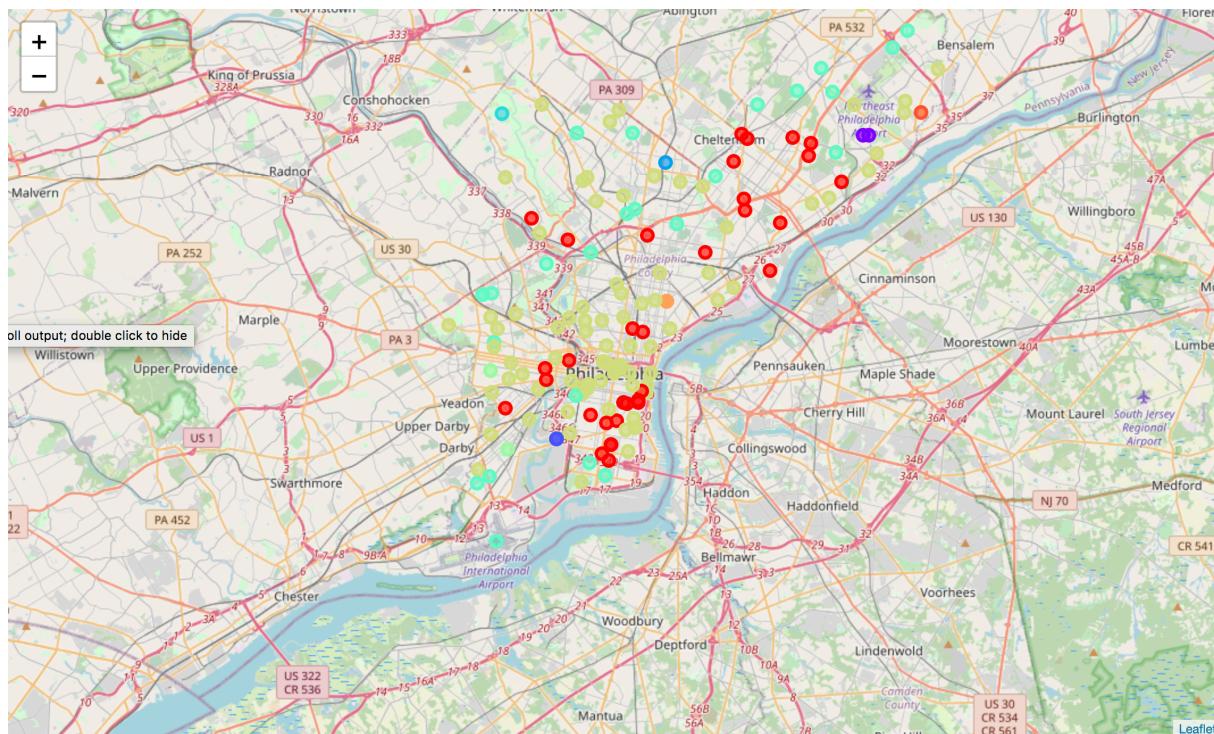
Introduction

1. What areas/neighborhoods of Philadelphia would be a promising, safe spot for a cafe?
2. What neighborhoods already have breakfast restaurants and cafes throughout them?
3. What neighborhoods have available retail space?
4. Are some neighborhoods more expensive than others to open a cafe in?

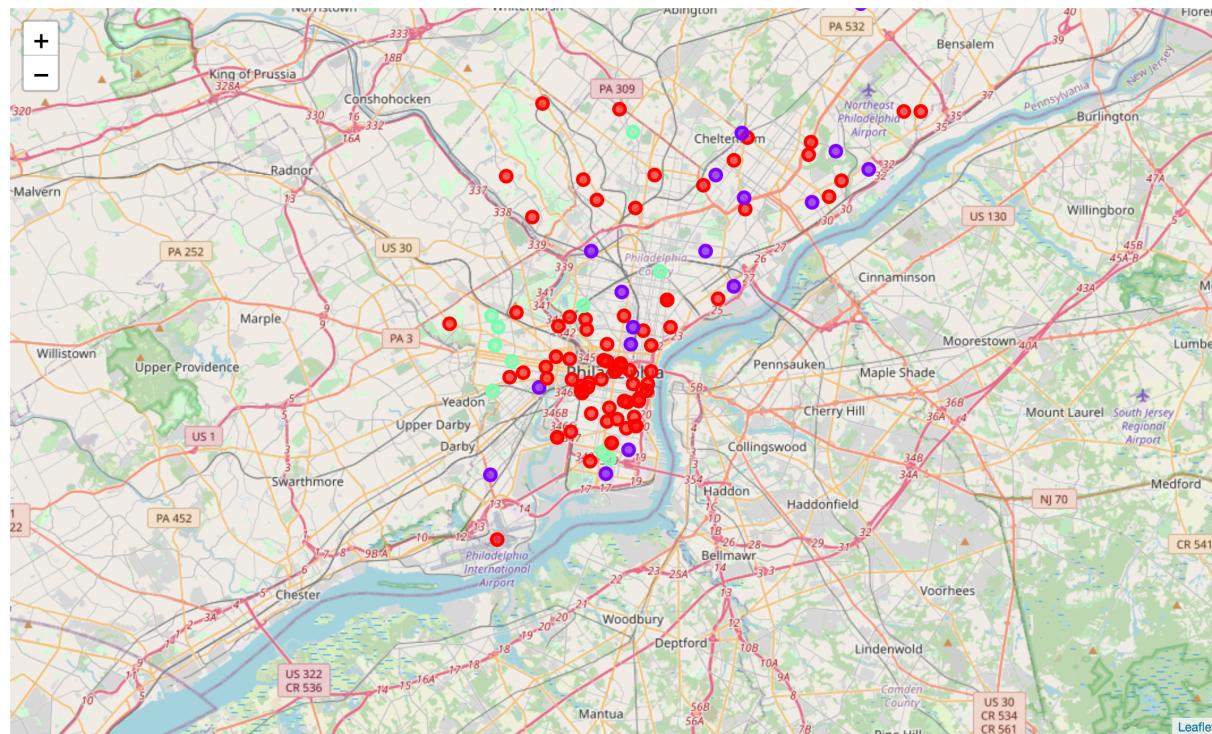
Sources of Data

- https://en.wikipedia.org/wiki/List_of_Philadelphia_neighborhoods
- <https://developer.foursquare.com>
- <http://data.philly.com/philly/crime/?>

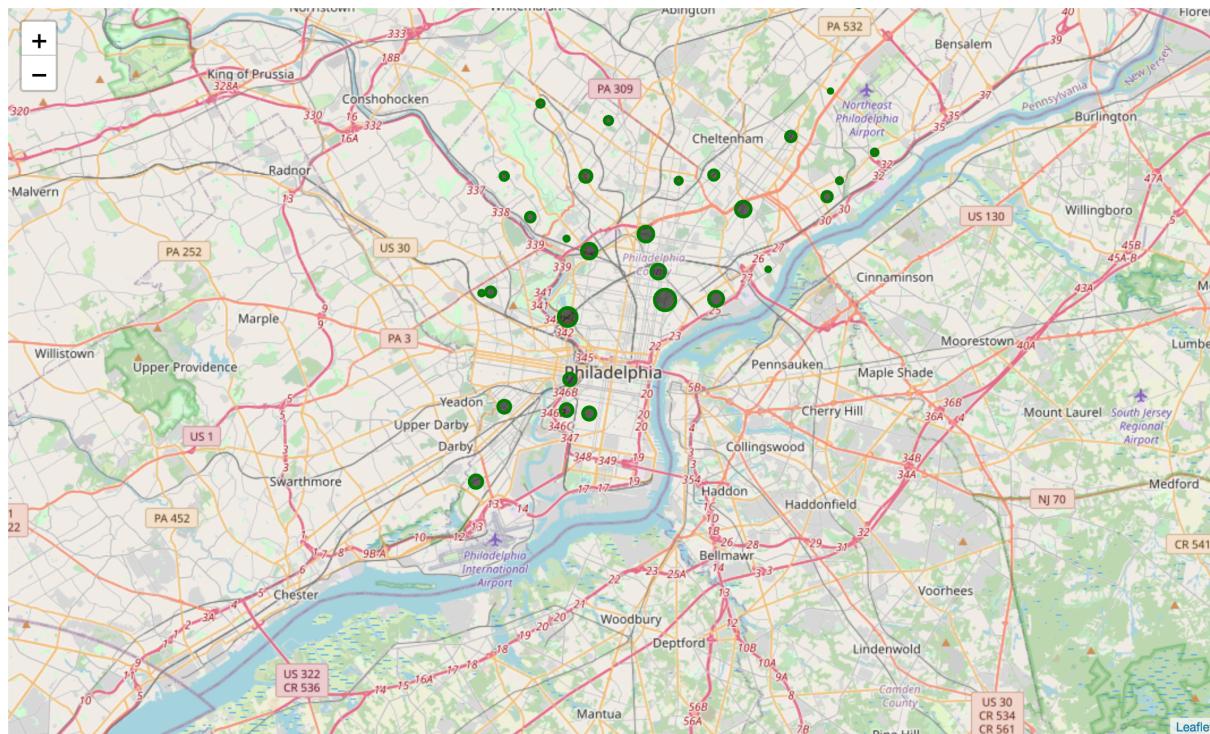
Clustering of All Venues



Clustering of Breakfast Venues



Neighborhood Crime Rates by Size



* Less crime outside of downtown Philadelphia

Conclusion

- Used unsupervised k means clustering to analyze Foursquare venue data
- Coupled with property crime rate data
- Located neighborhoods with minimal cafes already existing as well as lower property crime rates