

Best location for an Açai restaurant

IBM Data Science – Capstone Project

Have you ever tried an acai bowl?



Introduction

Açai is about 1 to 2 centimeters in diameter and a deep purple color. The seed constitutes about 80 percent of the fruit. The taste of açai berries has been described as a blend of chocolate and berries, with a slight metallic aftertaste. Açai berries have been called a superfood, with benefits ranging from improved skin appearance to weight loss.

Thanks to the multiple health benefits that come with making açai part of the diet, it is a fruit whose demand has been growing exponentially, it can be found from ice cream to bowls as you can see in the image. Therefore, the idea was born to revolutionize the market and enter in the fit restaurant market, where people can find quality food at a low cost.

Research problem & question

In the project I have focused on a business idea where I am deciding to open an açai restaurant in London, UK. But I am uncertain about the location that I will choose to open the restaurant. Based on the outcome of using data science methodology and machine learning techniques learned in the capstone data science course, I will be able to choose the best location to open the açai restaurant.

I will be using the foursquare Api, that tells me how many of a açai restaurante are in London and how dense of them. With that information I will be able to observe which location has the best opportunity to open the restaurant.

Data

To perform the analysis, there are some factors that will influence the outcome and predictions.

1. List of açai and fit restaurants.
2. Geo-coordinates of each restaurant and neighborhoods where these açai places are located in.

I will extract the data from Wikipedia website. Furthermore, I will be using pandas to transform the data into data frames that we can use for machine learning methods. Then I will use the foursquare API to gather the coordinates and venue data that will be relevant.