Capstone Report

Finding the Right Neighborhoods for a Franchise in a New City

Introduction/Business Problem

In this project, I assume Mitsuwa Marketplace, the famous Japanese supermarket chain, is considering opening their first store in Houston, but where to open their store in a new city is a challenge. As Mitsuwa Marketplace has opened their first Texas store in Plano, Texas, we can compare surrounding area of their Plano store and Houston neighborhoods with the help of data analytics, and suggest best matched Houston neighborhoods to open their second store in Texas.

Data Sections

In order to perform this project, following data sets are required from different resources.

- Mitsuwa Plano store's latitude and longitude values are needed which should be queried from Geocoder Python package or other resources.
- Name, latitude and longitude values of Houston neighborhood that can be pulled from Geocoder Python package or scarping from websites.
- Foursquare location data of Mitsuwa Plano store and Houston neighborhood to dig top 10 categories of places for each neighborhood and Mitsuwa plano store with a radius of 2 miles.

Finally, a clustering analysis will be performed with above data sets to discover the most neighborhood(s) in Houston to Mitsuwa Plano store, and provide news store location recommendation to stakeholders.