

BAKERIES IN STOCKHOLM

CAPSTONE PROJECT REPORT

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INTRODUCTION

- Everyone loves baked goods!
- High demand in Stockholm
- Many people are interested in starting a bakery

BUSINESS PROBLEM

- It is difficult to know where to establish a new bakery
- Many bakeries in Stockholm, but in more dense certain districts
- How can we find an optimal place to establish a new bakery?

TARGET AUDIENCE

- Baking enthusiasts looking to start their own bakery
- Existing bakeries
- International bakery franchises

DATA

Data needed for the analysis includes information about districts and information about venues.

These are the sources used:

- Wikipedia to get a list of all the Districts in Stockholm
 - https://en.wikipedia.org/wiki/Stockholm_City_Centre
- Foursquare to get information about Geolocation of Districts
- Foursquare to get information about venues related to baking

METHODOLOGY

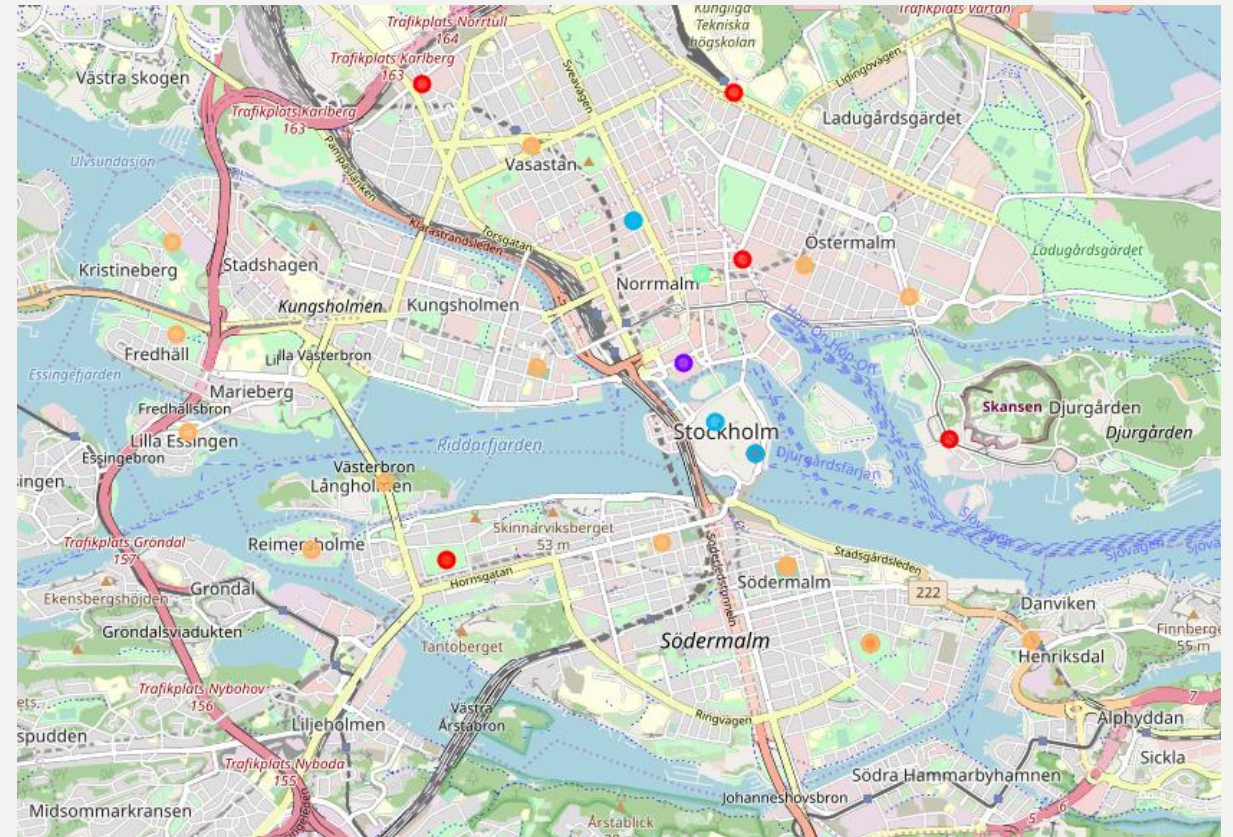
The entire analysis is done in Watson IBM notebook with Python.

We will utilize several different libraries including:

- Pandas
- Folium
- Foresquare
- K-Means Clustering

RESULTS

- Our analysis shows that there are over 200 bakeries in central Stockholm, with five distinct clusters of density of bakeries per capita.



DISCUSSION

- Could be interesting to include other venue categories such as café and bistros
- Would be interesting to analyze the average income in each district to see spending habits
- What we can see from our analysis is that there are several areas in Stockholm that could use some new bakeries - which can be found in cluster 4.

	District	Cluster Labels	Bakery Freq	Population	Borough	Latitude	Longitude	Bakeries Per Capita
1	Fredhäll	4	1	4958	Kungsholmen	59.331030	18.005450	0.000202
2	Gustav Vasa	4	7	12911	Norrmalm	59.342500	18.047750	0.000542
3	Hedvig Eleonora	4	6	10387	Östermalm	59.335240	18.080460	0.000578
6	Kristineberg	4	1	5572	Kungsholmen	59.336620	18.004860	0.000179
7	Kungsholm	4	6	18465	Kungsholmen	59.329010	18.048540	0.000325
8	Lilla Essingen	4	3	4519	Kungsholmen	59.325040	18.006770	0.000664
9	Mariatorget	4	7	14099	Maria-Gamla stan	59.318302	18.063466	0.000496
10	Mellersta Högalid	4	4	9914	Maria-Gamla stan	59.317260	18.037730	0.000403
13	Norra Högalid	4	4	13166	Maria-Gamla stan	59.317260	18.037730	0.000304
15	Oscars Kyrka	4	2	15271	Östermalm	59.333300	18.092900	0.000131
16	Reimersholme-Långholmen	4	1	2349	Maria-Gamla stan	59.317850	18.021540	0.000426
20	Södra Hammarbyhamnen	4	1	10615	Katarina-Sofia	59.312360	18.107480	0.000094
23	Södra Sofia	4	7	11015	Katarina-Sofia	59.312150	18.088350	0.000635
26	Västra Katarina	4	9	13220	Katarina-Sofia	59.316860	18.078300	0.000681
27	Västra Matteus	4	1	14272	Kungsholmen	59.321946	18.030200	0.000070
28	Östra Katarina	4	9	19855	Katarina-Sofia	59.316860	18.078300	0.000453

**FOR ANYONE INTERESTED IN
OPENING A NEW BAKERY IN
STOCKHOLM, ANY OF THE
DISTRICTS IN CLUSTER 4 WOULD
BE RECOMMENDED!**

CONCLUSION