

Capstone Project Report

Opening a Bowling Alley in Stockholm

Introduction

Almost every city has several bowling alleys. People love bowling, it's a great way to spend time with friends and family over some cold drinks, and a competitive yet relaxed game environment. Since most bowling alleys are almost identical on the inside with a bar, restaurant and bowling fields, one of the most important competitive advantages are location of the bowling alley.

Business Problem

The goal with this project is to analyze and suggest which locations in Stockholm would be the most suitable for a new bowling alley. Since the location appears to be the most important competitive advantage, knowing where to locate a bowling alley would be the first step towards success.

Target Audience

The target audience for this project consists of bowling alley entrepreneurs and bowling alley franchise chains seeking to open a new venue in an optimal location.

Data

In order to make the analysis needed we will need two sources of data:

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

Through analyzing the number of bowling alleys in each district we will be able to create a number of clusters, which will be the basis for the selection of location a new bowling alley.