A TYPICAL GERMAN CAFÉ IN NEW YORK [BROOKLYN]

FINAL CAPSTONE PROJECT -COURSERA

INTRODUCTION

- New York = one of the worlds biggest and most famous cities
- Hometown of 8.5 mio people
- Divided in 5 borrows: Bronx,
 Brooklyn, Manhattan,
 Queens and Staten Island



BUSINESS PROBLEM

A friend of mine wants to open a typical German café (with e.g. Black Forst Cherry Cake) in New York (Brooklyn) BUT she has no idea which neighbourhood suits best

→ Explore and analyse the different neighbourhoods with NY location data, Foursquare and clustering (machine learning)





METHODOLOGY/STEPS

Is there one cluster with many cafés, bakeries and German restaurants?

Read in NY locaton data from lab session Request Foursquare data for venues information in Brooklyn One hot encoding and dataframe with top ten venues in each neighbourhood

Run k-means algorithm (k = 4,5,6,8,10) $\rightarrow k = 5$ Printed out each cluster and started exploring to give a recommendation

DATA

Location data about New York (from lab)

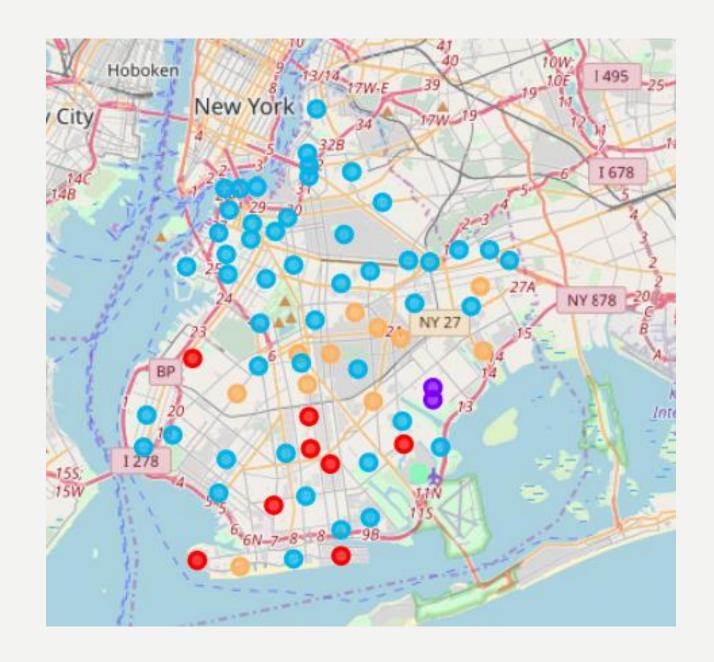
Brooklyn venue data (from Foursquare)



CONCLUSION

There is not this one cluster which is best for opening a typical German café

Cluster I (red) and 3 (blue) have the most cafés, bakeries and German restaurants BUT these two clusters are spread around the borrow





... SEE YOU SOON FOR A PIECE OF BLACK FORREST CHERRY CAKE IN BROOKLYN