INVESTING A REAL ESTATE FOR THE STARTUP "BLACK GARLIC CAFE CHAIN" IN HUE CITY, VIETNAM

Introduction

Thừa Thiên-Huế is a province in the North Central Coast region of Vietnam, approximately in the centre of the country. It borders Quảng Trị Province to the north and Đà Nẵng to the south, Laos to the west and the East Sea to the east. The province has 128 km of coastline, 22,000 ha of lagoons and over 200,000 ha of forest. There is an extensive complex of imperial tombs and temples in Huế.
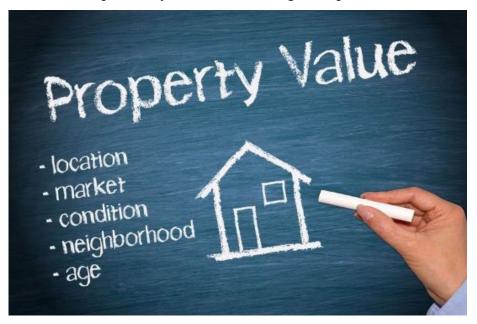

Hue is intimately connected to the imperial Nguyễn Dynasty, based in Hue, who ruled from 1802 to 1945, when the Emperor Bao Dai abdicated in favor of Ho Chi Minh's revolutionary government.

Hue is also famous for it delicious sweet desserts such as Lotus seeds sweet soups, Lotus seed wrapped in logan sweet soup, Areca flower sweet soup, Grilled pork wrapped in cassava flour sweet soup, and Green sticky rice sweet soup.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Hue, Vietnam to open a new Cafe chain. However, the choices are severely affected by the restrictions placed by misunderstanding and speculative bubbles.

Source: Internet

Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Hue, Vietnam, if a property developer is looking to open a new coffee chain, where would you recommend that they open it?

Target Audience

This project is particularly useful to property developers and investors looking to open or invest in new coffee chain in the capital city of Hue. This project is timely as the city is currently suffering from oversupply of coffee shop.

1.   Business personnel who wants to invest or open a cafe chain. This analysis will be a comprehensive guide to start or expand cafe business targeting the large pool of office workers in Hue during working hours.

2.   Freelancer who loves to have their own cafe shop as a side business. This analysis will give an idea, how beneficial it is to open a cafe store and what are the pros and cons of this business.

3.   Budding Data Scientists, who wants to implement some of the most used Exploratory Data Analysis techniques to obtain necessary data, analyze it and, finally be able to tell a story out of it.