Coursera.

IBM Data Science Professional Certificate

Capstone Project - The Battle of Neighborhoods (Week 1)

Theme: Choosing a place to open a cafe in Moscow.

Introduction: This project is part of the IBM Data Science Professional Certificate course and is aimed at developing the skills of extracting data from open sources and analyzing data from geographic information systems in developing business solutions.

Business Problem: Choosing the optimal location of a shopping facility is one of the most important tasks both in creating and expanding a business. Mistakes in choosing a placement are awfully expensive. In this regard, the choice of the optimal location is a good task for developing data analysis skills. In this project, the choice of the best place to open a new cafe in Moscow will be made.

Data:

The attractiveness of the place will be assessed by foot traffic and the number of competitors. Data for the analysis will be taken from open sources:

- Information about the popular spots such as schools, theaters, airports, shopping centers для for a qualitative assessment of patency: Foursquare
- Traffic metro stations for a quantitative assessment of patency http://www.metro-msk.ru/stat/2019/
- Coordinates of major districts: Wikipedia; https://gis-lab.info/qa/moscow-atd.html