



TOP SCOTTSDALE VENUE CATEGORY TO INVEST IN

Coursera IBM Capstone Project

Problem:

- Investors are targeting 3 Neighborhoods in Scottsdale and want to acquire a business with the most venues
- Investors want to see how the top venue category compares to others
- Investors need to see the venues of the top category on a map and how close they are to the center of the neighborhood

Data acquisition and cleaning

- Select 3 Scottsdale neighborhoods from <https://download.geonames.org/export/dump/US.zip> and retrieve their neighborhood addresses.
- Use geopy.geocoders to find the latitude and longitude of the 3 neighborhoods, North Scottsdale, Downtown Scottsdale, and Paradise Valley
- Use Foursquare API to collect information on venues and venue categories in the neighborhoods

Approach and Methodology

1

- Create reusable python functions to draw maps and charts

2

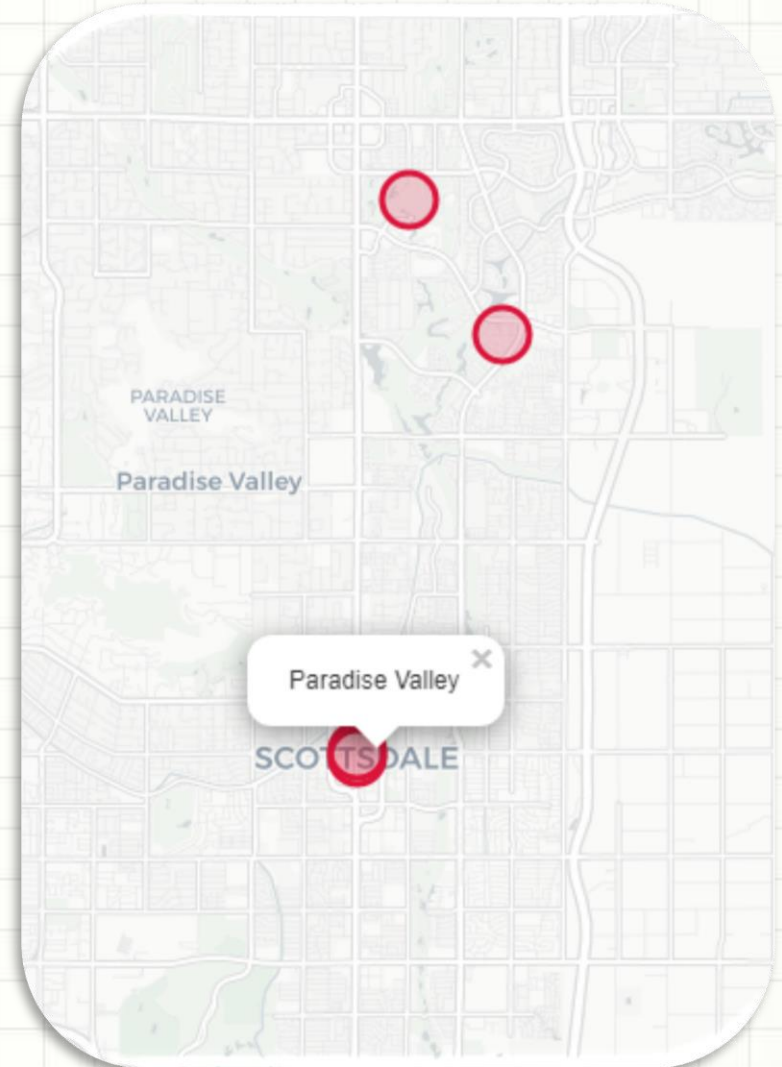
- Find the top 10 venue categories and graph them into a bar chart

3

- Display map for the top venue category for each neighborhood

Results by Neighborhood

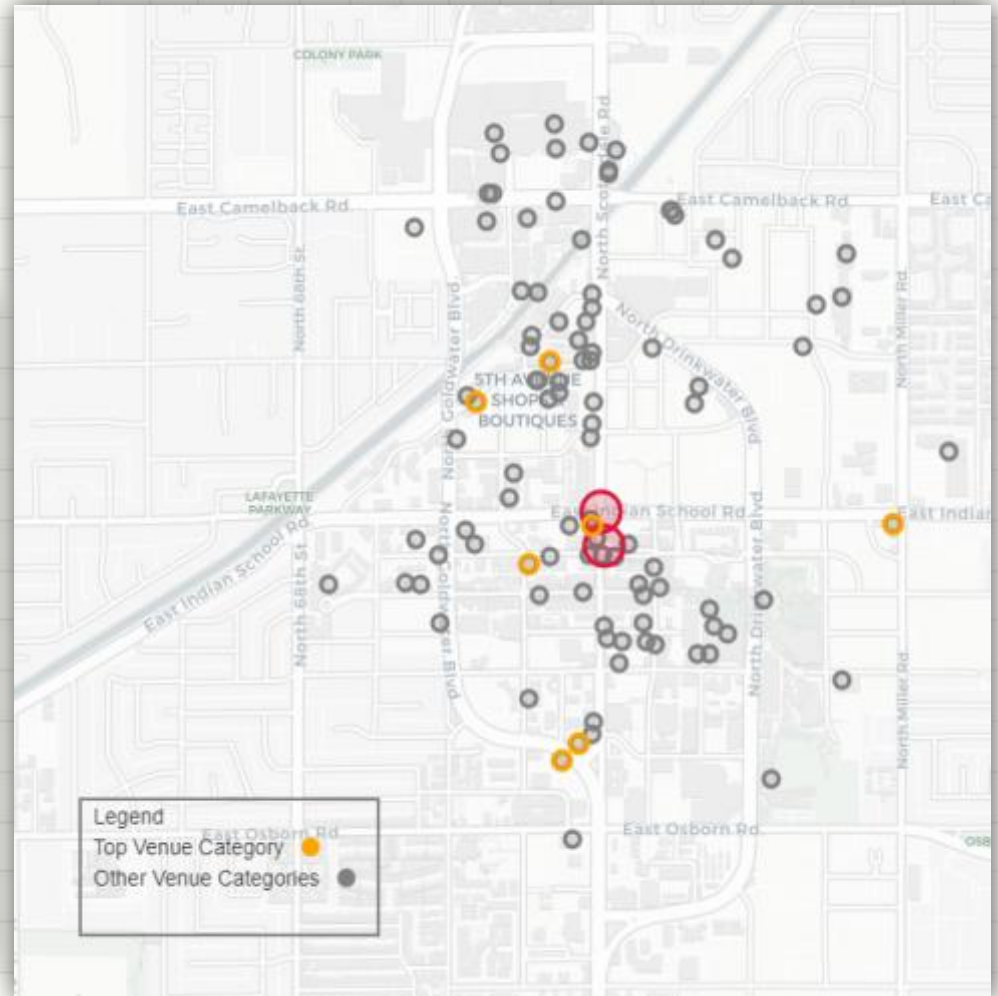
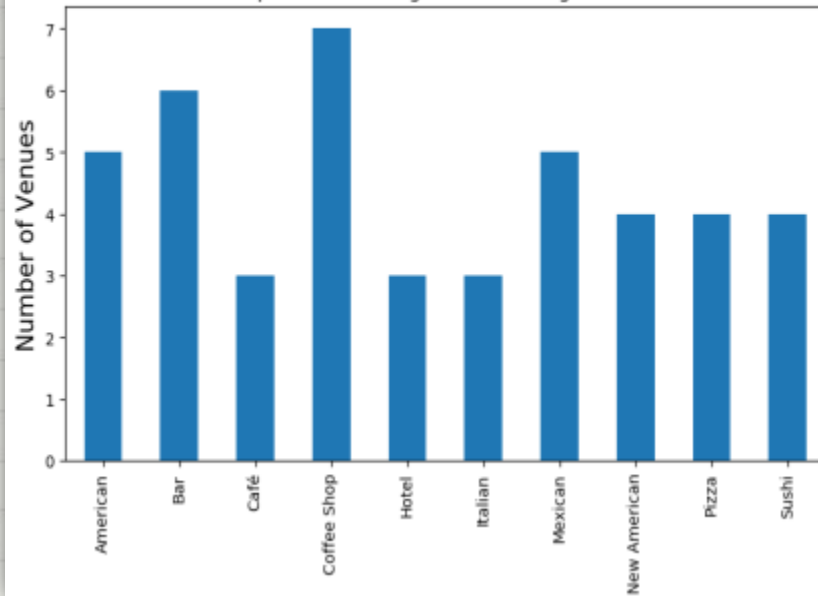
- ***DOWNTOWN SCOTTSDALE***
- ***NORTH SCOTTSDALE***
- ***PARADISE VALLEY***



DOWNTOWN SCOTTSDALE

Downtown Scottsdale 33.4950044 -111.9261128

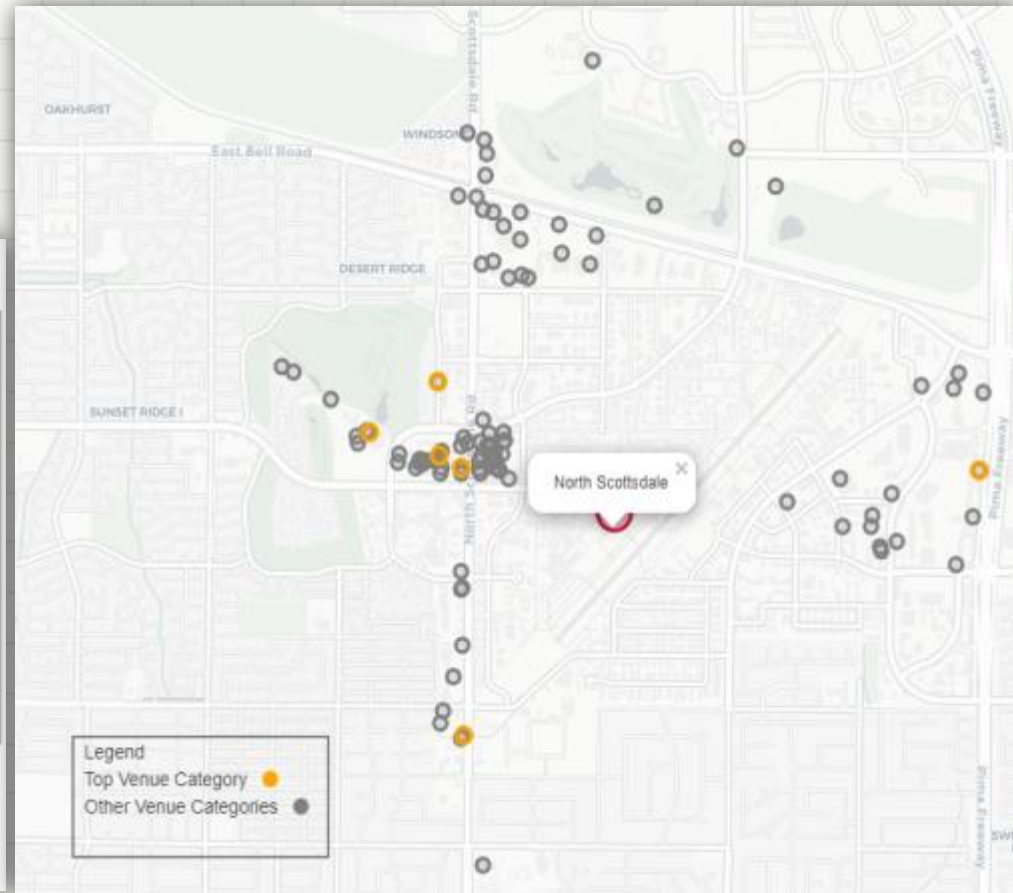
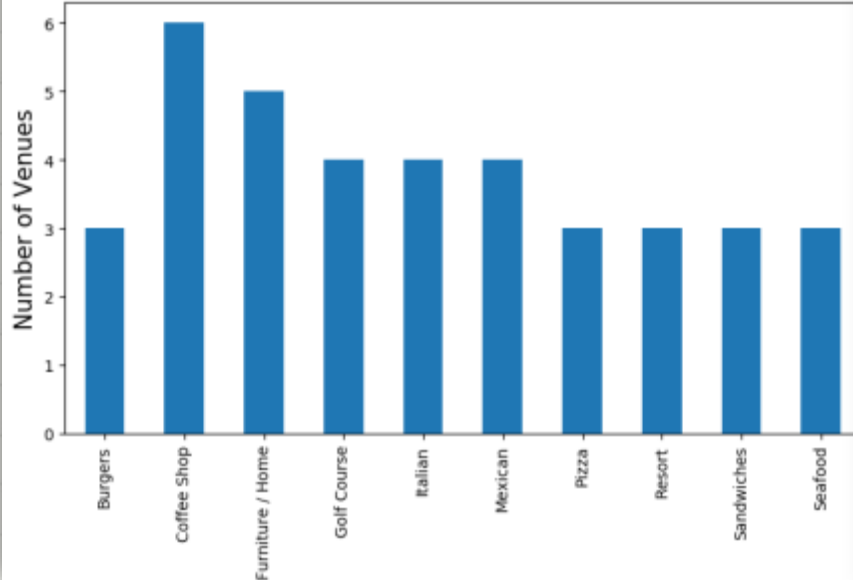
Top 10 Venue Categories in the Neighborhood



NORTH SCOTTSDALE

North Scottsdale 33.621417750000006 -111.91606381195308
[]

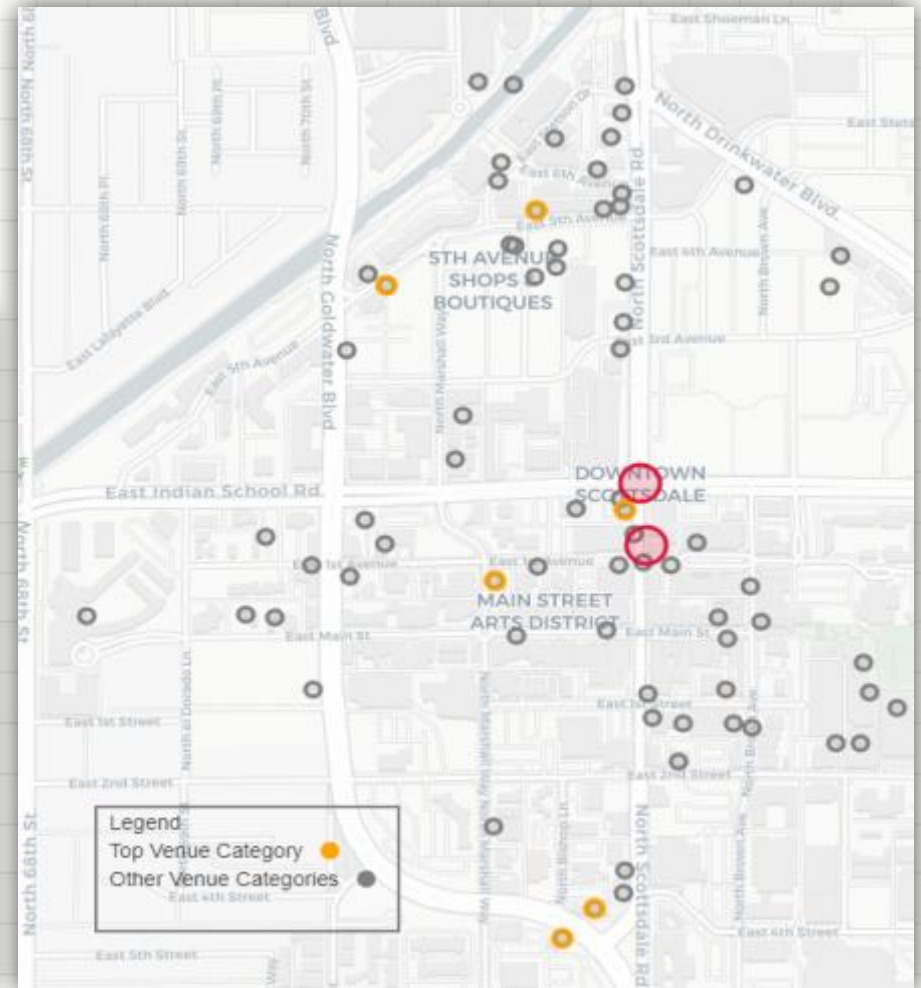
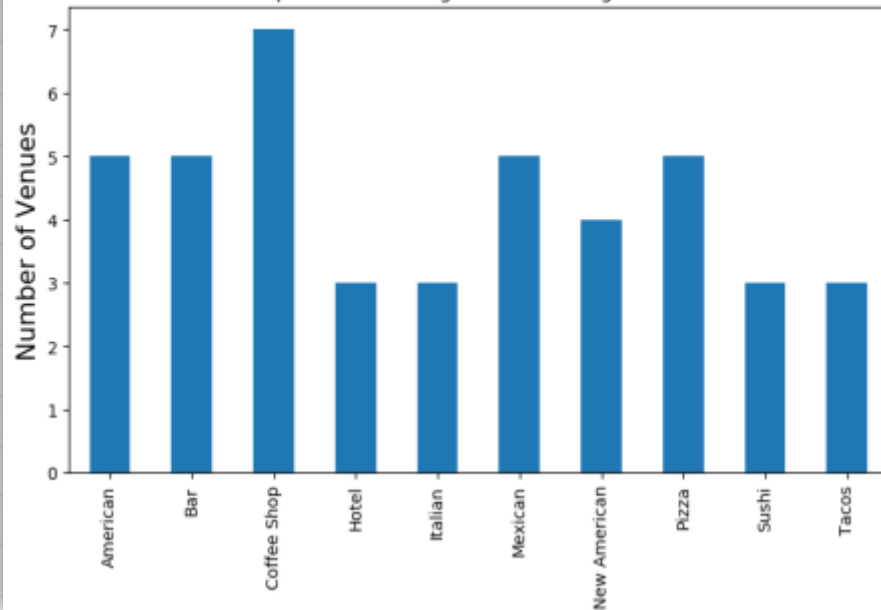
Top 10 Venue Categories in the Neighborhood



PARADISE VALLEY

Paradise Valley 33.4942189 -111.9260184

Top 10 Venue Categories in the Neighborhood



Conclusion

- Both Downtown Scottsdale and Paradise Valley have 7 coffee shop venues each. However, Coffee shops in Downtown Scottsdale are closer to the center of the neighborhood. This might mean more traffic and more revenues.
- More financial analysis is needed to determine the capital required to acquire or invest in these businesses, as well as further ROI calculation required to make the final decision.