



# Where to Open a Cafe: New York or San Francisco

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May 2021

# Introduction: Why Coffee?



69% are hooked on the caffeinated substance.



The majority of coffee drinkers, or 34%, enjoy 2-3 cups.



4% of coffee drinkers chug through 4-5 cups of coffee.



About 31% of coffee drinkers enjoy 1 cup a day.



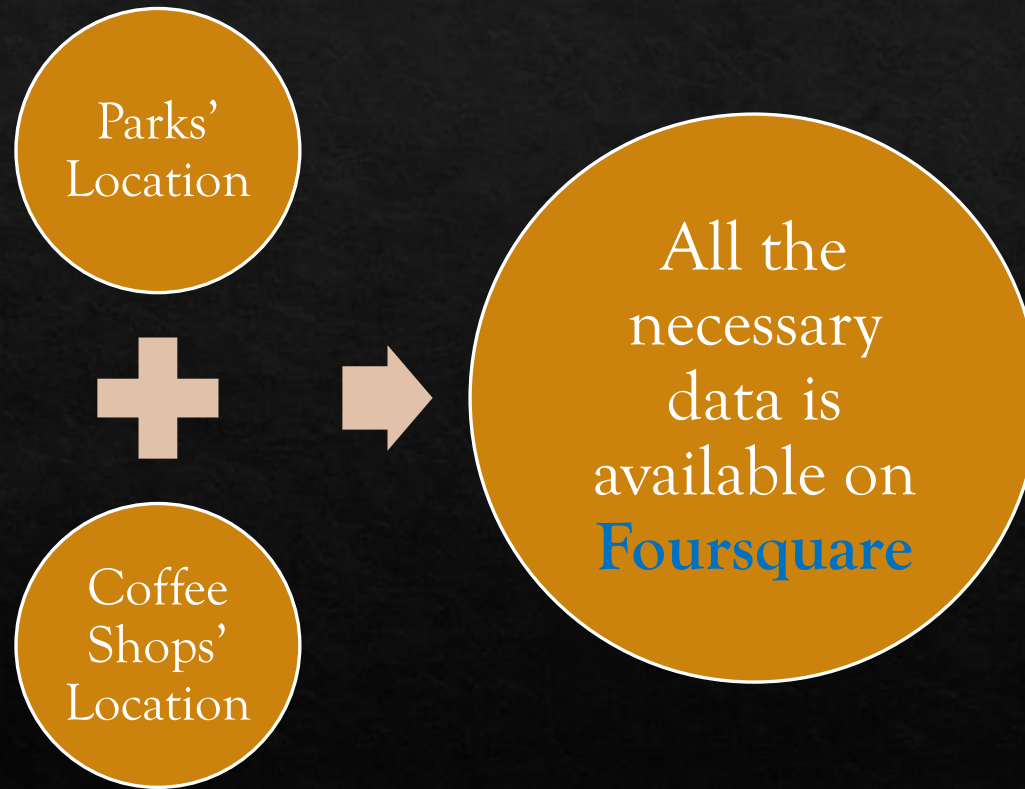
- In a research conducted in US, as expected, coffee is a very popular beverage.
- Especially, in the past year, the risen popularity of coffee-to-go
- Coffee-to-go while on the way to parks



# Introduction: Business Problem

- Open a new cafe offering coffee and snacks
- Located in New York or San Francisco?
- Desired to be close to parks
- Better to have less rivals

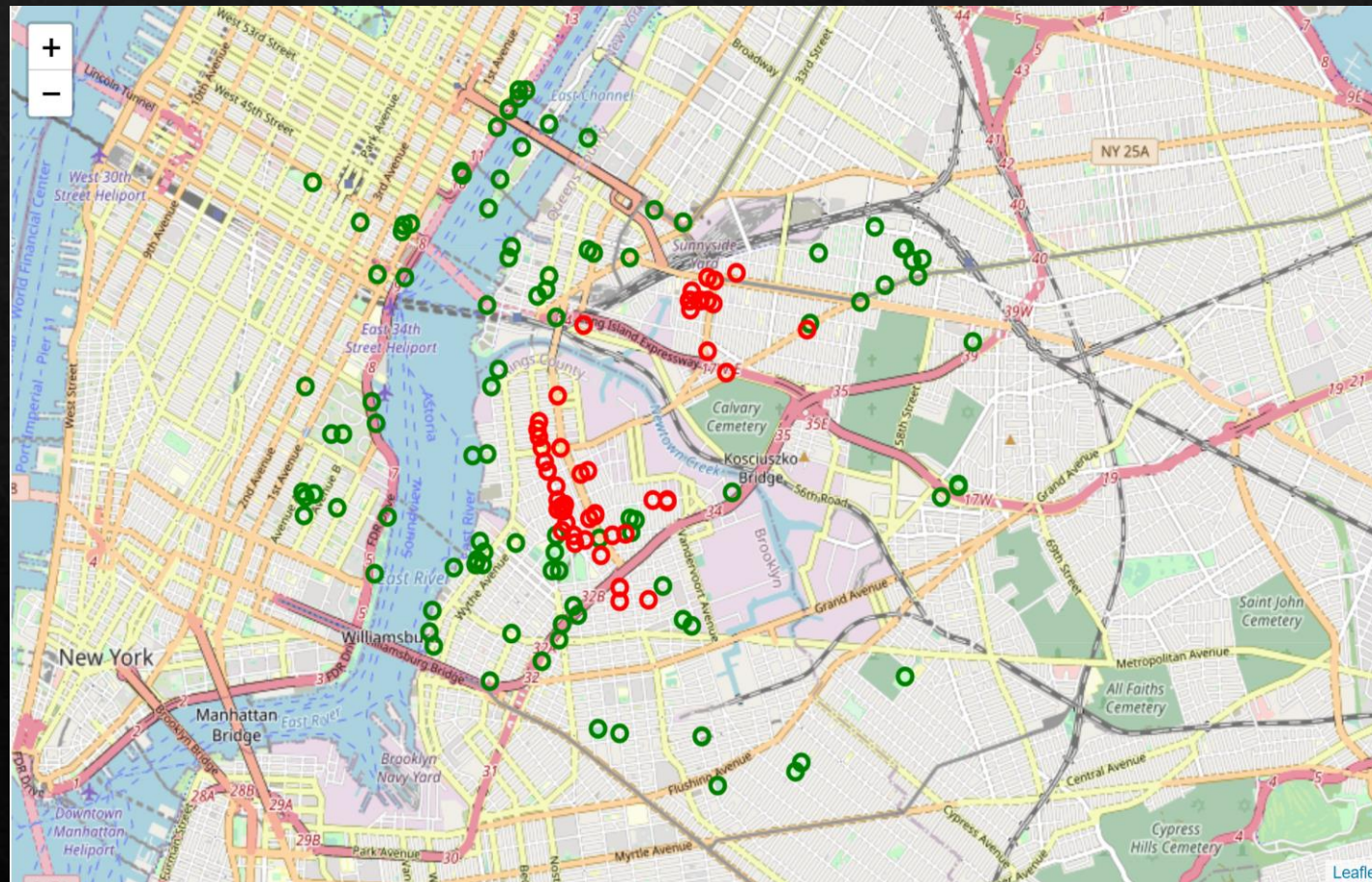
# Data





# Outcome

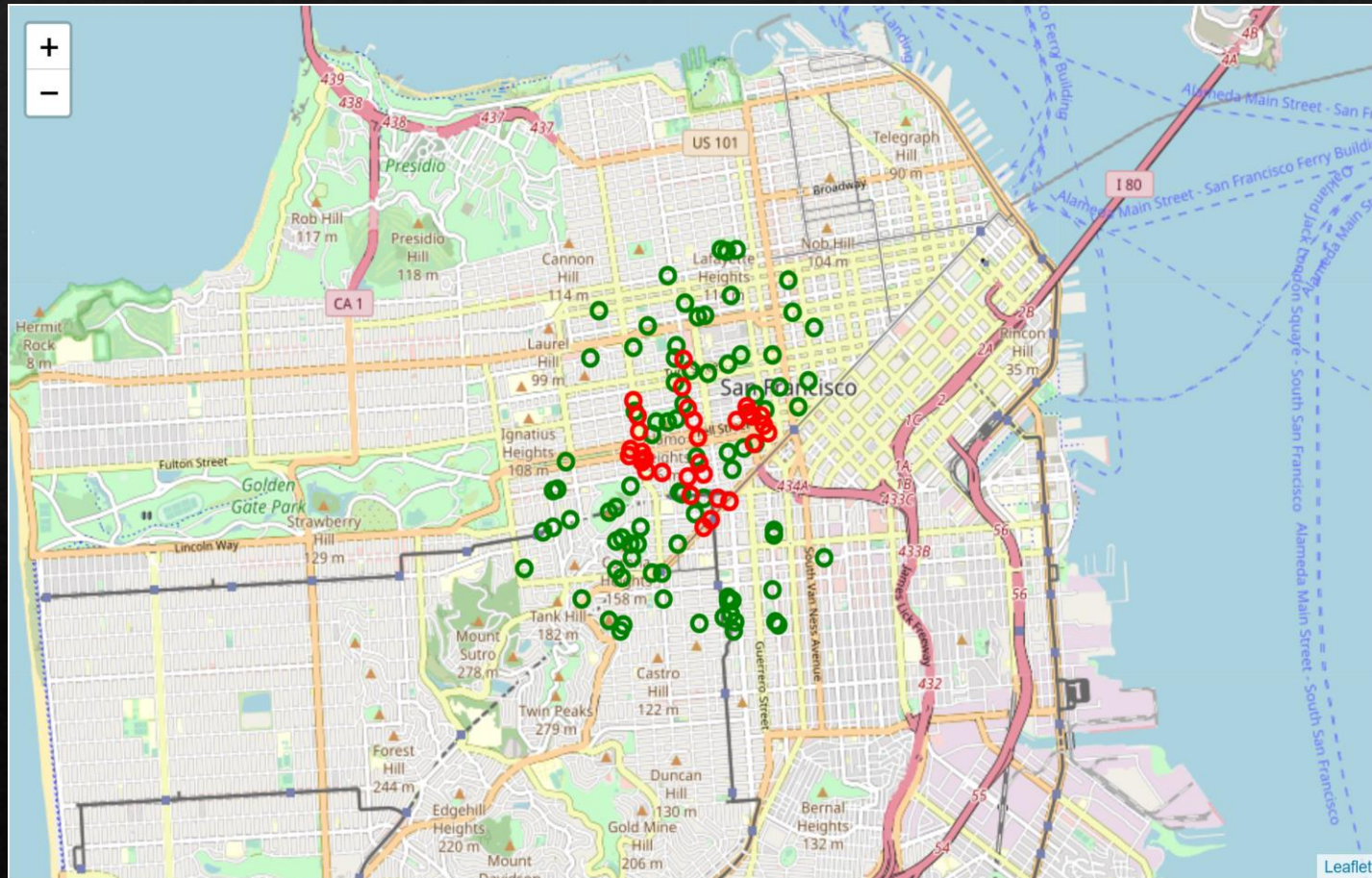
Map of New York: Reds are coffee shops, Greens are parks





# Outcome

Map of San Francisco: Reds are coffee shops, Greens are parks



# Outcome

- The number of coffee shops are less in San Francisco according to the parameters
- The density of parks are more in San Francisco
- Therefore, **San Francisco** is recommended for the new cafe.