

Starbucks Effect on Real Estate

Can a Starbucks opening be leveraged for Real Estate investment

Executive Summary

- The Starbucks Effect on Real Estate
- Project Goals and Scope



Data Collection, Cleanup & Exploration

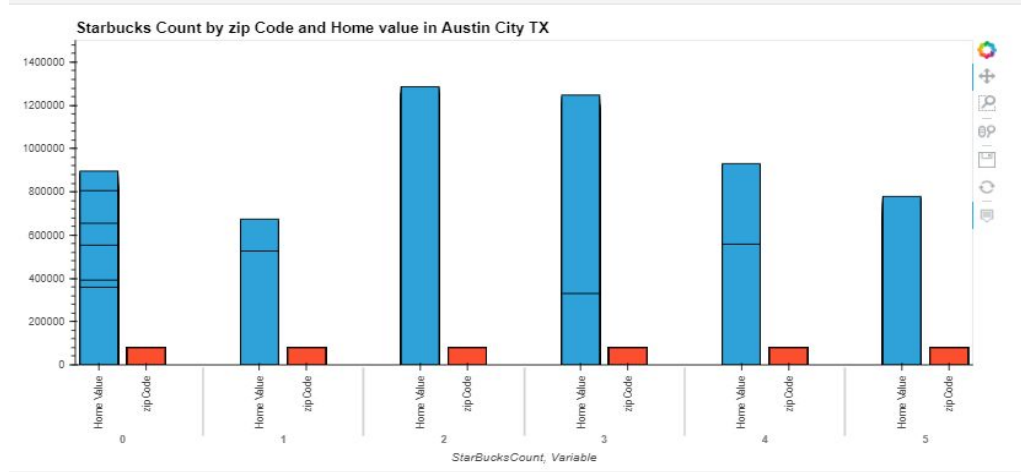
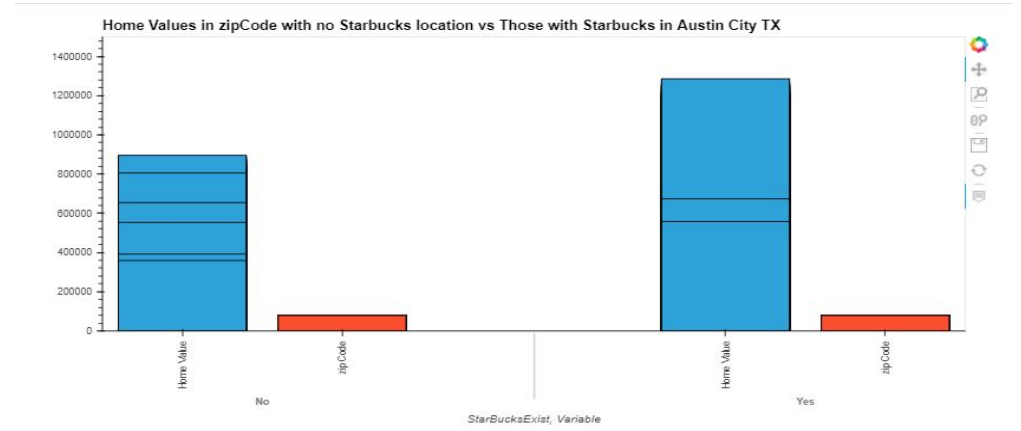
- Collection
 - Location data and Real Estate API data
- Cleanup
- Exploration

Approach

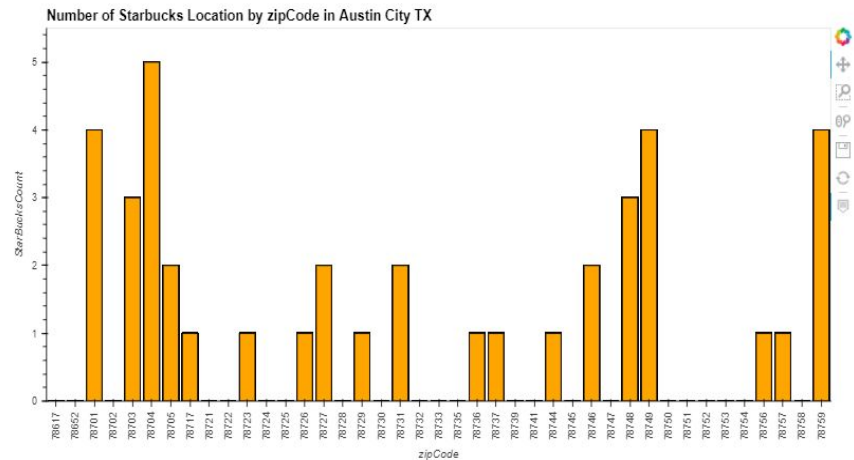
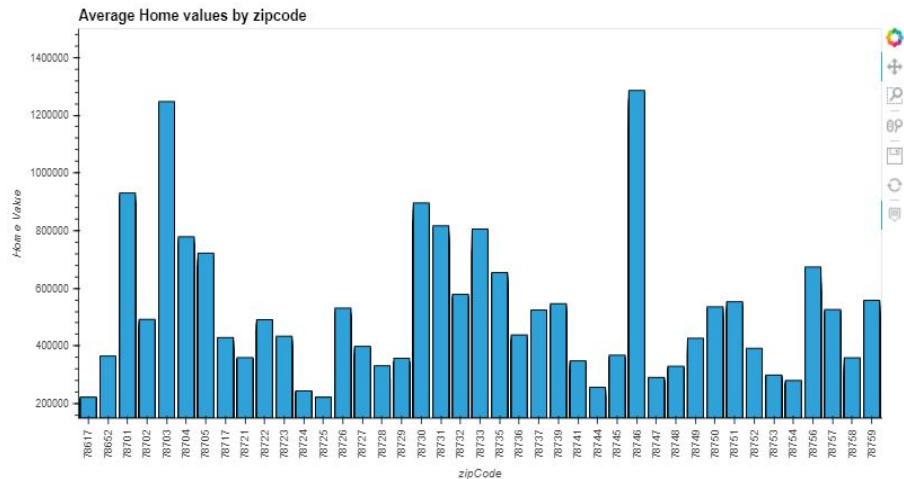
- Brainstorming the ideas of the team and narrow it to the best qualified one based on the requirements.
- Reorganizing the data to only use the necessary information
- Using visualization to understand how the data is distributed across a specified location
- Unanticipated roadblocks
 - a. Insufficient data

Results

- Starbucks locations Analysis
- Median income



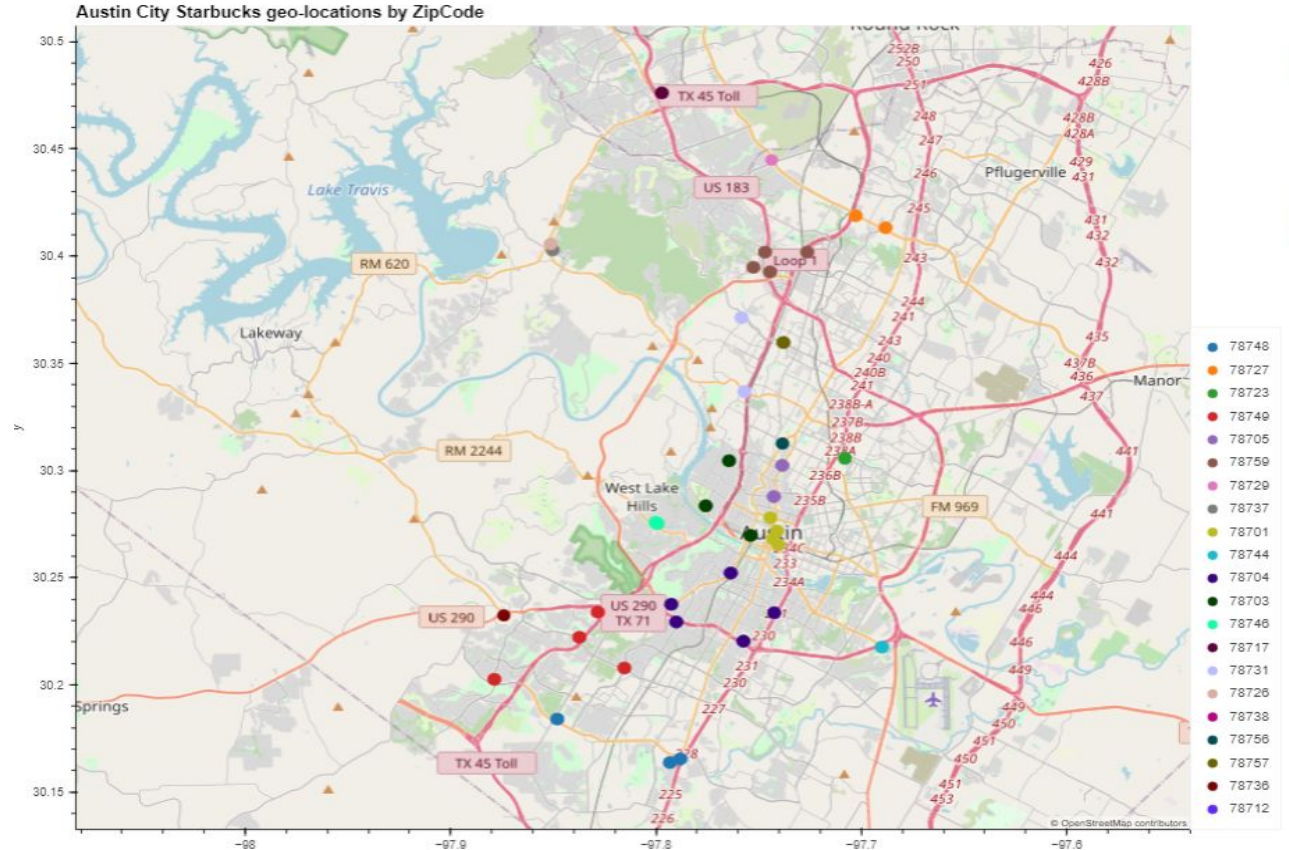
Home Value vs starbucks count Visualisation



Starbucks locations count mimic home value distribution

Geo-spatial distribution of Starbucks

- Starbucks cluster
- high median income neighborhood



Conclusion

- Starbucks locations driven by property value
- Higher Median income
- Multiple location in some zip codes
- Project aim achieved but issues remain
- Further research required



Next Steps

- Similar Businesses
- Potential Segways

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Project Team

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