

## Introduction/Business Problem

The goal of this study is to find the location in Bangkok, Thailand that best suited for a standalone coffee shop.

To explain the problem, this client is an owner of a Coffee shop in Phaya Thai district in Bangkok. After opening the first shop for 3 years, she now has a plan to increase the number of branches to another district in Bangkok.

In the first successful branch, she noticed that her clients mostly are businessmen and university students aged between 18-40, both female and male.

Since coffee is increasingly popular in Bangkok, the number of coffee shops is now increasing too. So, she wants this district to have less competitors or have more ratio of target population and already existed coffee shops

And, if possible, she wants to sell the coffee to the district that has the characteristics of venues like Phaya Thai so that she does not have to adapt much.

To simplify her request, the criteria of the district is provided below

1. Population age 18-40 above average
2. Top 10 Population age 18-40 per 1 already existed coffee shop
3. Similar venue characteristics to Phaya Thai
4. If more than 1 district that fit all criteria, pick the one with most population age 18-40 per 1 already existed coffee shop

So, the objective of this study is to find a district in Bangkok which is the best location to start this client's next coffee shop with the given criteria.