

# Matcha Cafe

Location Strategy & Data Analysis

Presented 8.10.22



Created by: Jenni Hawk

# Business Situation

## CLIENT

- Axem commercial real estate

## BUSINESS GOAL

- Capitalize on the growing trend of matcha by creating a brand of high end matcha cafes

## INPUT

- Believes cafes need to be in higher income geographies.
- Offering premium priced matcha drinks (\$8-\$10 per drink)





# Matcha Trends

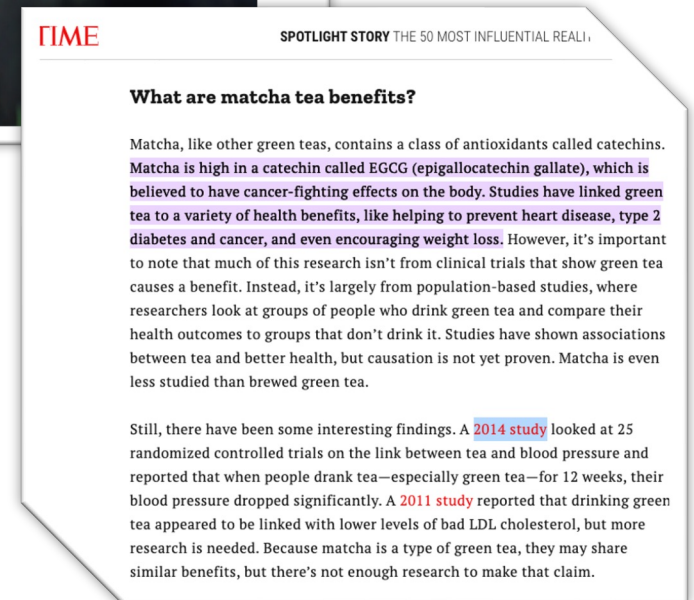
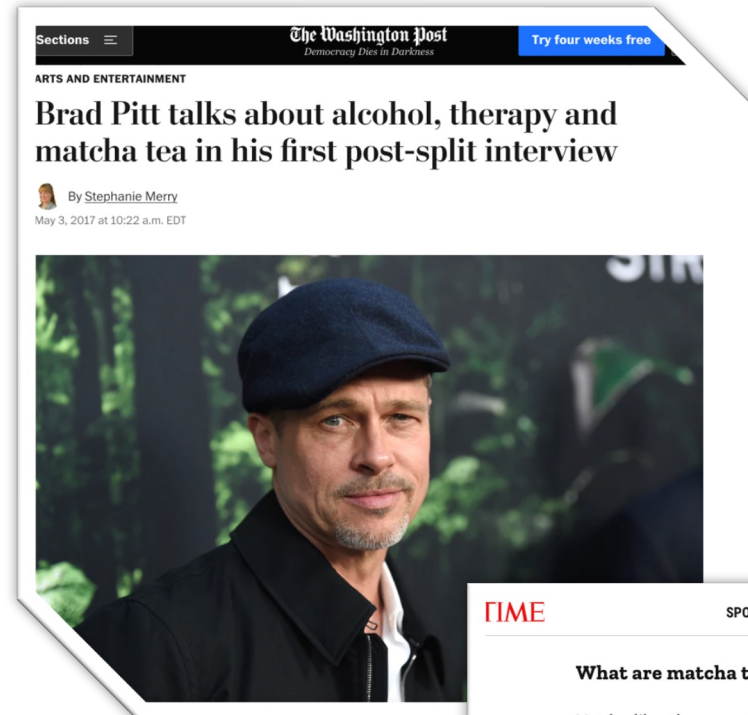
## Market Share is Growing

- 2019 North American matcha market share \$750MM USD
- Industry expected to gain 7.5% by 2026

## People Believe In Its Health Benefits

- People believe matcha makes them feel better + healthier
- Some science linking matcha to potential health benefits

<https://www.quora.com/Have-you-personally-experienced-significant-benefits-from-drinking-matcha-green-tea-regularly>  
<https://time.com/5188377/matcha-tea-benefits/>  
<https://www.graphicalresearch.com/industry-insights/1585/north-america-matcha-market#:~:text=The%20industry%20share%20of%20North,CAGR%20during%202020%20to%202026.>



# Business Question

Where do we put Matcha Cafes to best drive business success?



# US Census Data



## PERSONAL INCOME BY COUNTY

- Total Personal Income divided by total population



## POPULATION BY COUNTY

- $\text{Pop Base} + \text{Births} - \text{Deaths} + \text{Migration} = \text{Pop Est}$



## COUNTY BUSINESS PATTERNS

- The number of fitness and recreational sports facilities featuring exercise and other active physical fitness conditioning or recreational sports activities

Links to data

<https://www.bea.gov/data/income-saving/personal-income-county-metro-and-other-areas>

<https://www.census.gov/data/datasets/2020/econ/cbp/2020-cbp.html>

<https://www.census.gov/data/tables/time-series/demo/popest/2020s-counties-total.html>

# Tools



PANDAS

matplotlib



TABLEAU

# Strategic Approach



# Impact Hypothesis

What we want the work to achieve

Identifying the geographic areas where people have higher income and pursue healthy lifestyles will increase the likelihood for sales of matcha drinks

# Targeting Higher Income Counties

Cast the net broad but not too broad

## Higher Income Individuals



## Filtering Criteria

1. Identify counties where Personal Income is greater than US Median

### 2. Resulting Metric

> \$67,500 Personal Income



# Targeting Healthy Lifestyle

Find counties that have higher concentration of fitness and sports recreation centers

## Healthy Lifestyle



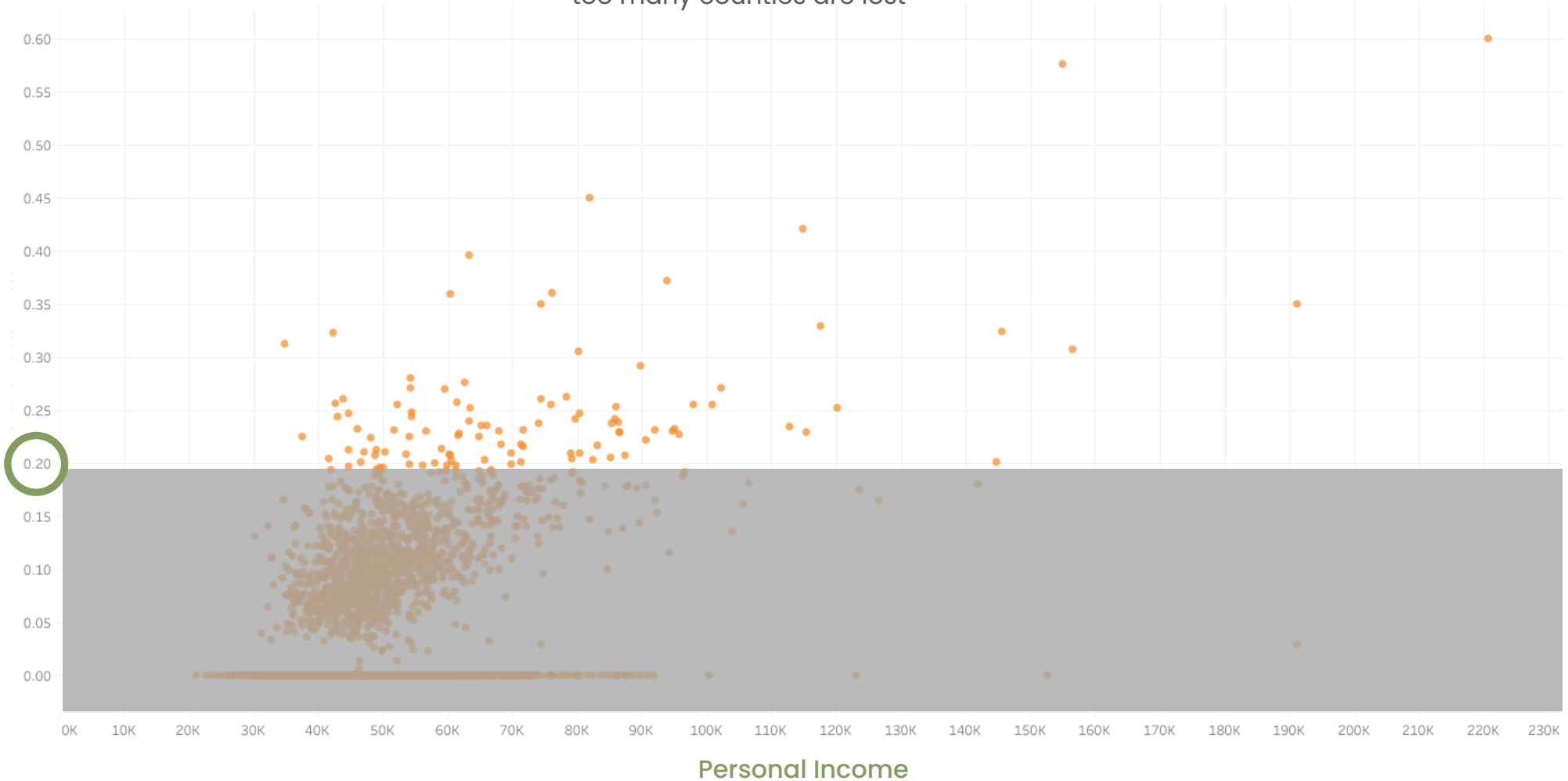
## Filtering Criteria

1. Number of establishments per county  
NAIC code 713940
2. Establishments per 1000 people
3. Resulting Scale  
0 to 0.6 estabs per 1000 people
4. Resulting Metric  
>= 0.2 establishments  
per 1000 people

# Why $\geq 0.2$ Per 1000?

Higher concentration than the norm, but not too tight of a parameter where  
too many counties are lost

Fitness  
Centers  
Per 1000



# Results



# 40 Counties

**OUT OF 3006 US COUNTIES**

## 20 States

## VARIOUS PARTS OF US

## County Counts by Region

East	Mid	West
NJ (5)	IL (2)	CA(3)
MA(4)	WI(2)	CO(3)
CT (2)	IN(1)	NV(1)
DC(2)	SD(1)	UT(1)
NY(2)		
NH (2)	<b>South</b>	
RI (2)	GA(3)	
VA(2)	TN(1)	
MN (1)		
PA(1)		

# County Detail

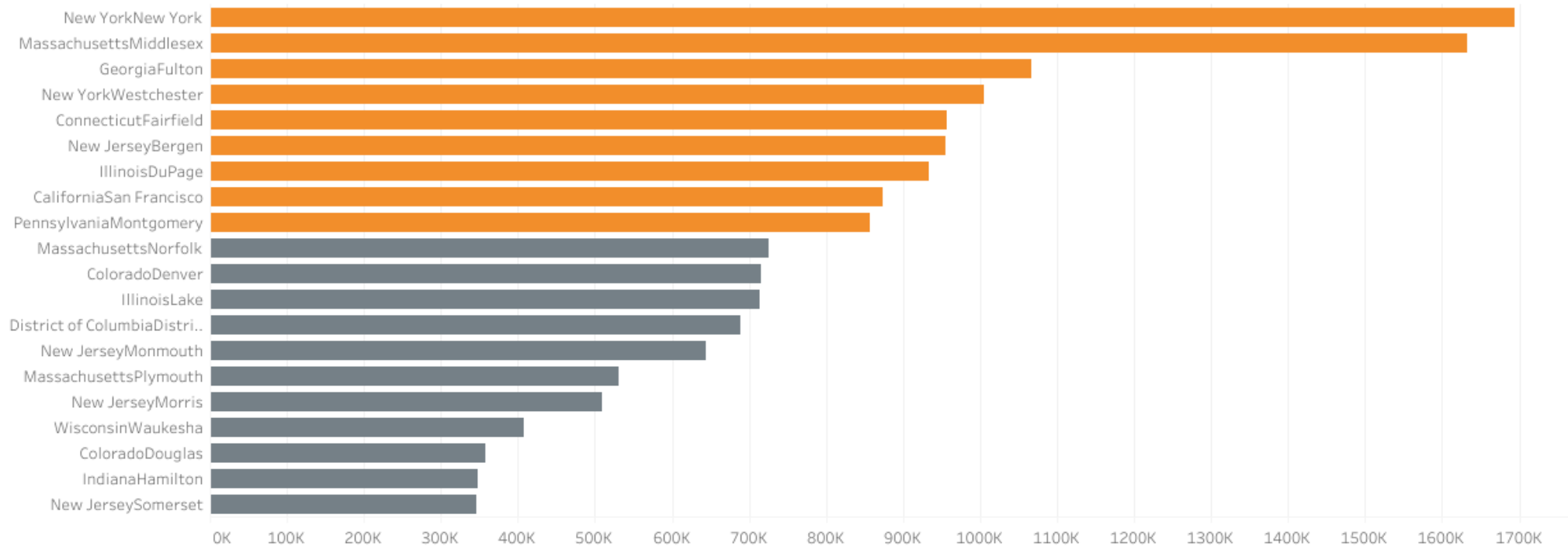
State	County	Income	Pop	Estabs per 1000
California	Marin	145575	262321	0.324030
California	Napa	82408	138019	0.202871
California	San Francisco	144818	873965	0.201381
Colorado	Boulder	79649	330758	0.241869
Colorado	Denver	85411	715522	0.237589
Colorado	Douglas	78980	357978	0.209510
Connecticut	Fairfield	120244	957419	0.251718
Connecticut	Middlesex	71291	164245	0.200919
District of Columbia	District of Columbia	86567	689545	0.229137
Georgia	Fayette	71384	119194	0.218132
Georgia	Fulton	95683	1066710	0.226866
Georgia	Oconee	71768	41799	0.215316
Illinois	DuPage	79127	932877	0.204743
Illinois	Lake	85159	714342	0.205784
Indiana	Hamilton	80426	347467	0.247506
Maine	Cumberland	68237	303069	0.217772
Massachusetts	Barnstable	80420	228996	0.209611
Massachusetts	Middlesex	90688	1632002	0.222426
Massachusetts	Norfolk	98019	725981	0.254828
Massachusetts	Plymouth	74034	530819	0.237369
Nevada	Douglas	78416	49488	0.262690
New Hampshire	Grafton	67943	91118	0.230470
New Hampshire	Rockingham	80220	314176	0.305561

State	County	Income	Pop	Estabs per 1000
New Jersey	Bergen	91972	955732	0.231236
New Jersey	Hunterdon	95088	128947	0.232654
New Jersey	Monmouth	86091	643615	0.253257
New Jersey	Morris	102227	509285	0.270968
New Jersey	Somerset	112825	345361	0.234537
New York	New York	191220	1694251	0.350007
New York	Westchester	115386	1004457	0.228979
Pennsylvania	Montgomery	86340	856553	0.238164
Rhode Island	Bristol	83127	50793	0.216565
Rhode Island	Washington	71717	129839	0.231055
South Dakota	Lincoln	74493	65161	0.260892
Tennessee	Williamson	94748	247726	0.230093
Utah	Summit	156537	42357	0.306915
Virginia	Arlington	100823	238643	0.255612
Virginia	Henrico	69872	334389	0.209337
Wisconsin	Ozaukee	87395	91503	0.207643
Wisconsin	Waukesha	75958	406978	0.255542

# Top 20 Counties by Population

■ > 800K

State / County



Population



# Next Steps

Ongoing Collaboration – Iterative Design Process

## 01 BUSINESS GOAL

---

The business question we're answering

## 04 ITERATION

---

Further evolve the work to answer the business question



## 02 EXPLORATION

---

Hypothesis and Exploratory Data Analysis  
Initial Findings

## 03 DISCUSSION

---

Ideas that resonate  
New Ideas  
Ideas to further Explore

# Discussion

