Finding the best place for a Coffee House

in Vienna, Austria

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Introduction: Business Problem

Background

Vienna's very first coffee house opened in 1683. Even if Vienna was not the pioneer in coffee house culture, it has - over the centuries - established a coffee house tradition like no other city in the world. Coffee and coffee houses are at their best in Vienna!

The Why

Since so many coffee houses can be already found in any district in Vienna it would be good to know where it would be still reasonable to establish a new coffee house business. It can be assumed that high frequented places like sightseeing spots or malls already have some coffee houses in their vicinity. So an approach would be to find the neighborhood which is still near an area of interest but not overcrowded with or, even better, still lacking a coffee house.

Interest

Who are the stakeholders?

- Business owners

- Investors

- Coffee House Companies

Data

Data source:	Purpose:
Foursquare API: "https://developer.foursquare.com/"	Get venues, categories i.e. coffee houses
Google Maps API reverse geocoding: "https://developers.google.com/maps/documentation/javascript/examples/geocoding-reverse"	Get centers of candidate areas that will be generated algorithmically and find the approximate addresses of centers of those areas
Google Maps API geocoding:"https://developers.google.com/maps/"	Get coordinates of St. Stephen's Cathedral and its surrounding

Methodology

- Find promising neighborhoods with low density of coffee houses
- visualize on a heatmap
- partition in grids
- K-means clustering
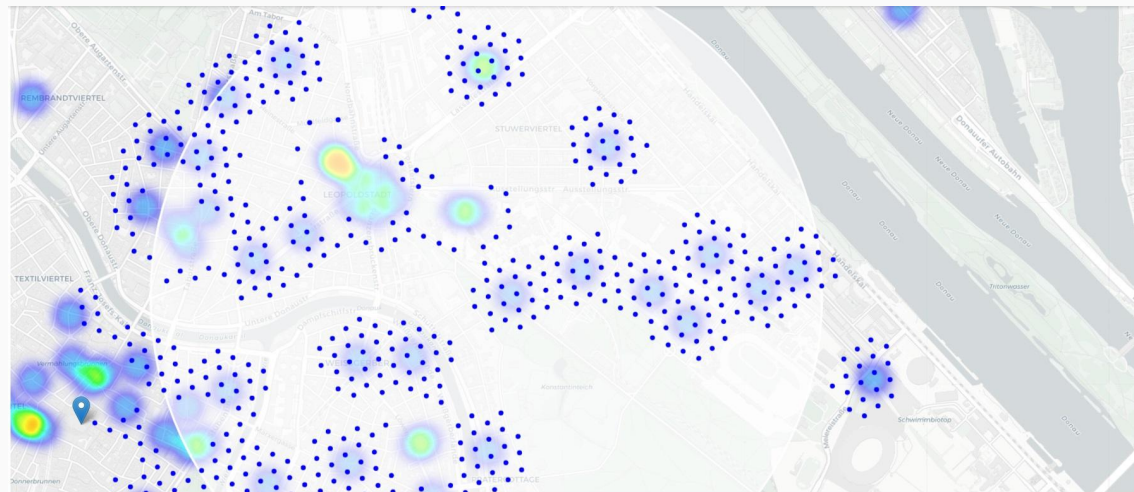
Cluster results
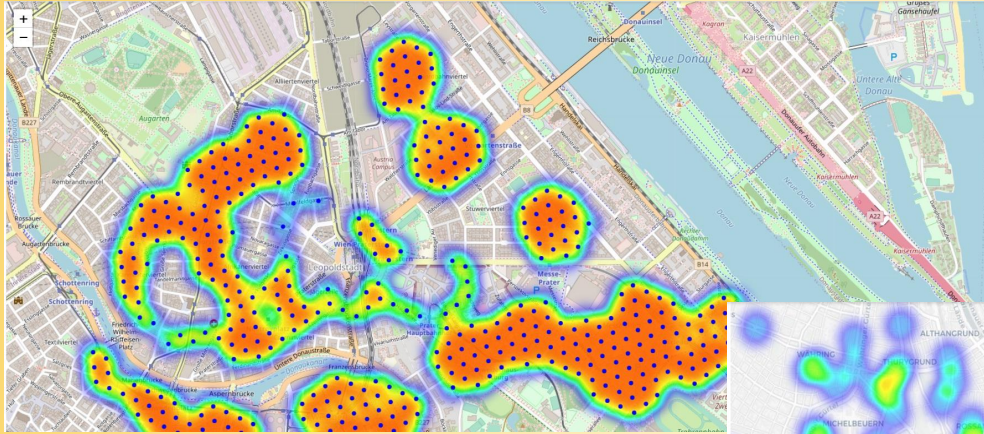
Analysis

- 15 addresses representing centers of zones containing locations with a low number of Coffee Houses nearby, all zones being fairly close to St. Stephen's Cathedral (all less than 5km from this location).
- Most of the zones are located in 'Stuwerviertel' borough, which is identified to be interesting due to being popular with tourists, fairly close to St. Stephen's and well connected by public transport

Conclusion

It should be mentioned that there are other potential candidate areas. Shifting focus to that specific region 'Stuwerviertel' was a personal decision based on current observations and knowledge. A lot of factors speak for the attractiveness of that upcoming and trendy area which offers a lot of business possibilities in the end. For a more accurate analysis of course, different key indicators would have to be taken in consideration like rent-prices, available rent objects, tourist-frequency, number of offices and so on. This project delivers a first overview of potential locations to offer initial recommendations for the stakeholders.