

Bubble tea shop in Taipei City

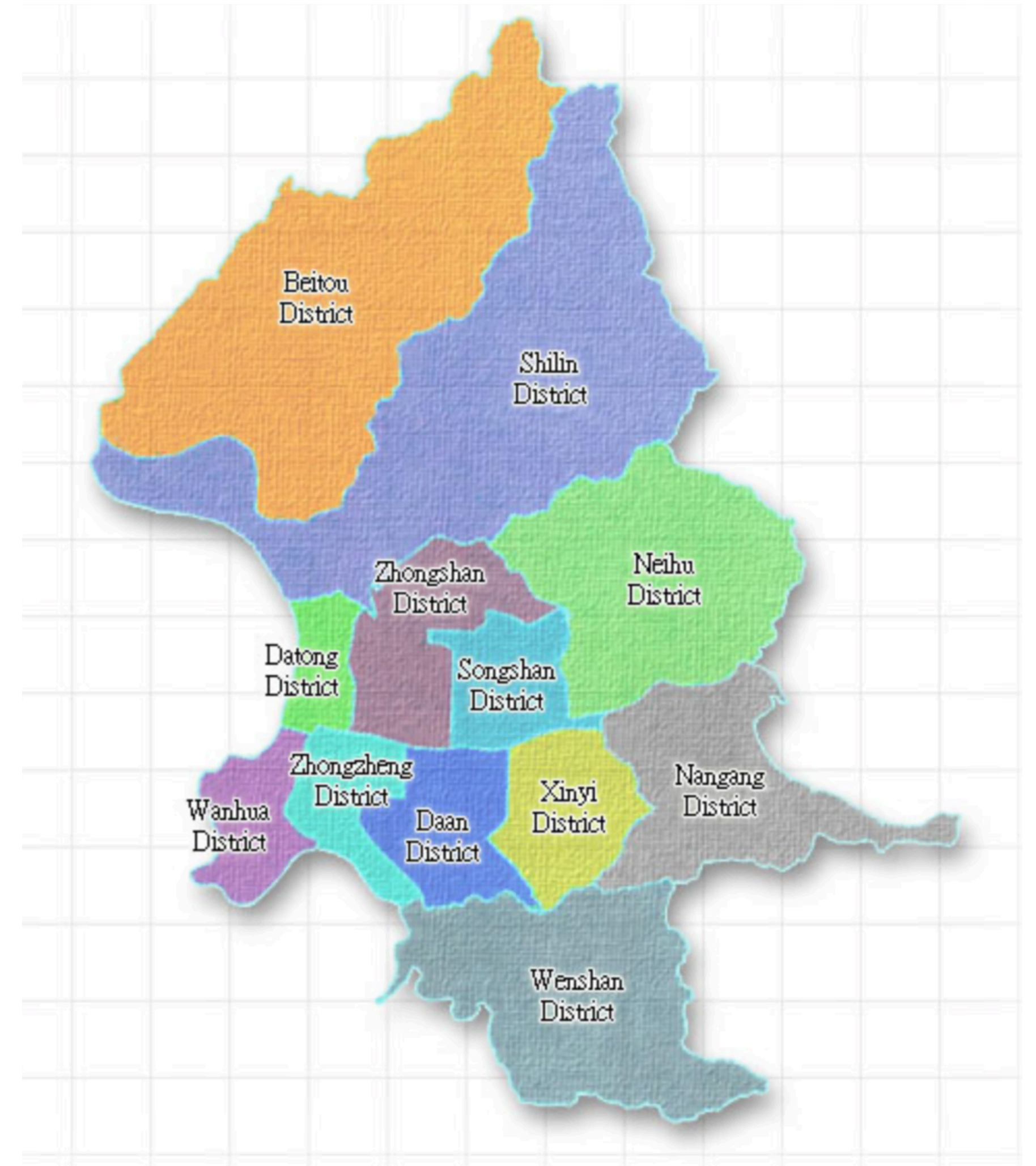
Bubble tea shop and venue data analysis

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Introduction

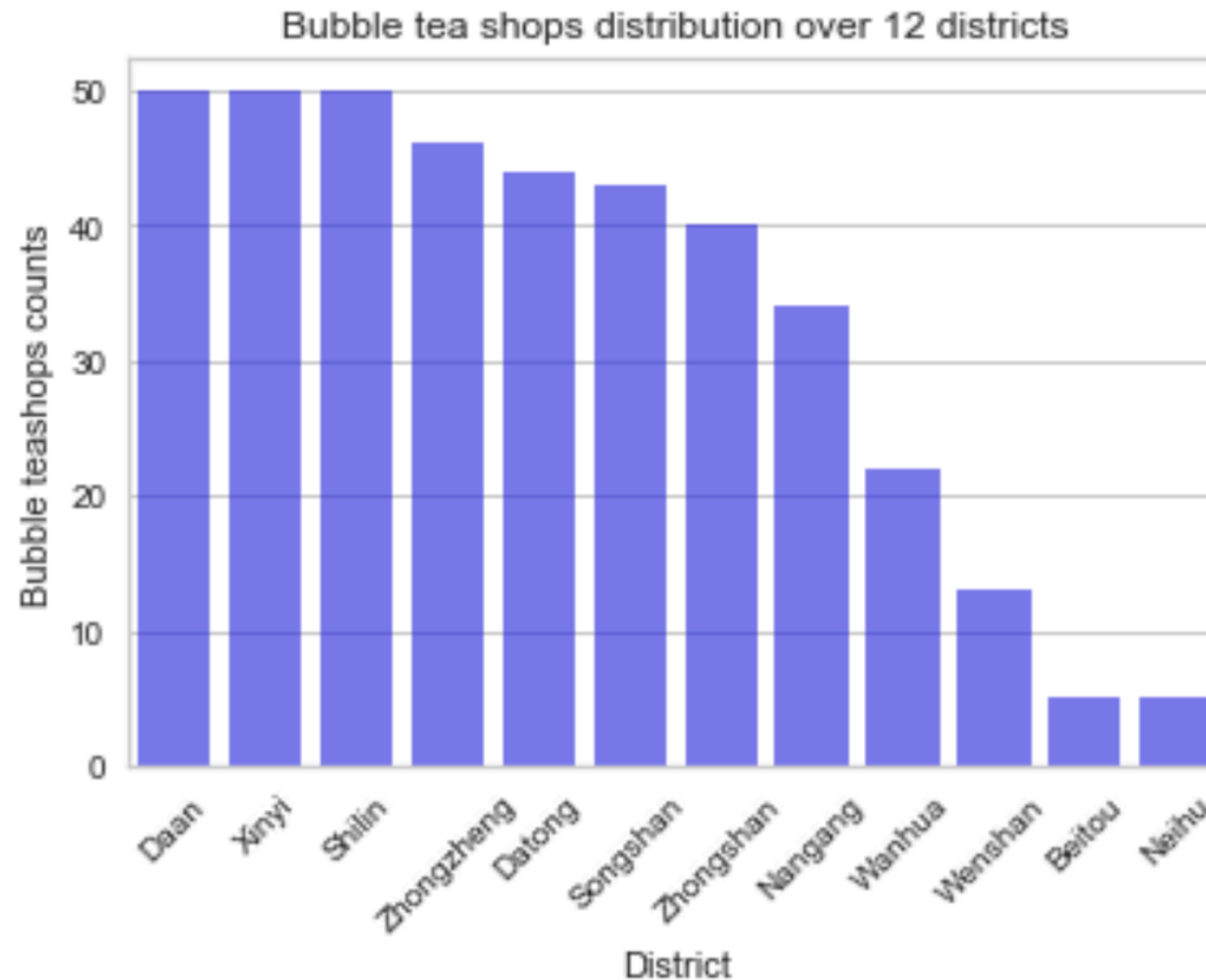
Business problem

- Bubble tea is a very popular drink in Taiwan.
- 12 district in Taipei
- Recommend of the regions for running a bubble tea shop.



Data analysis

12 districts in Taipei City and the distribution of bubble tea shops

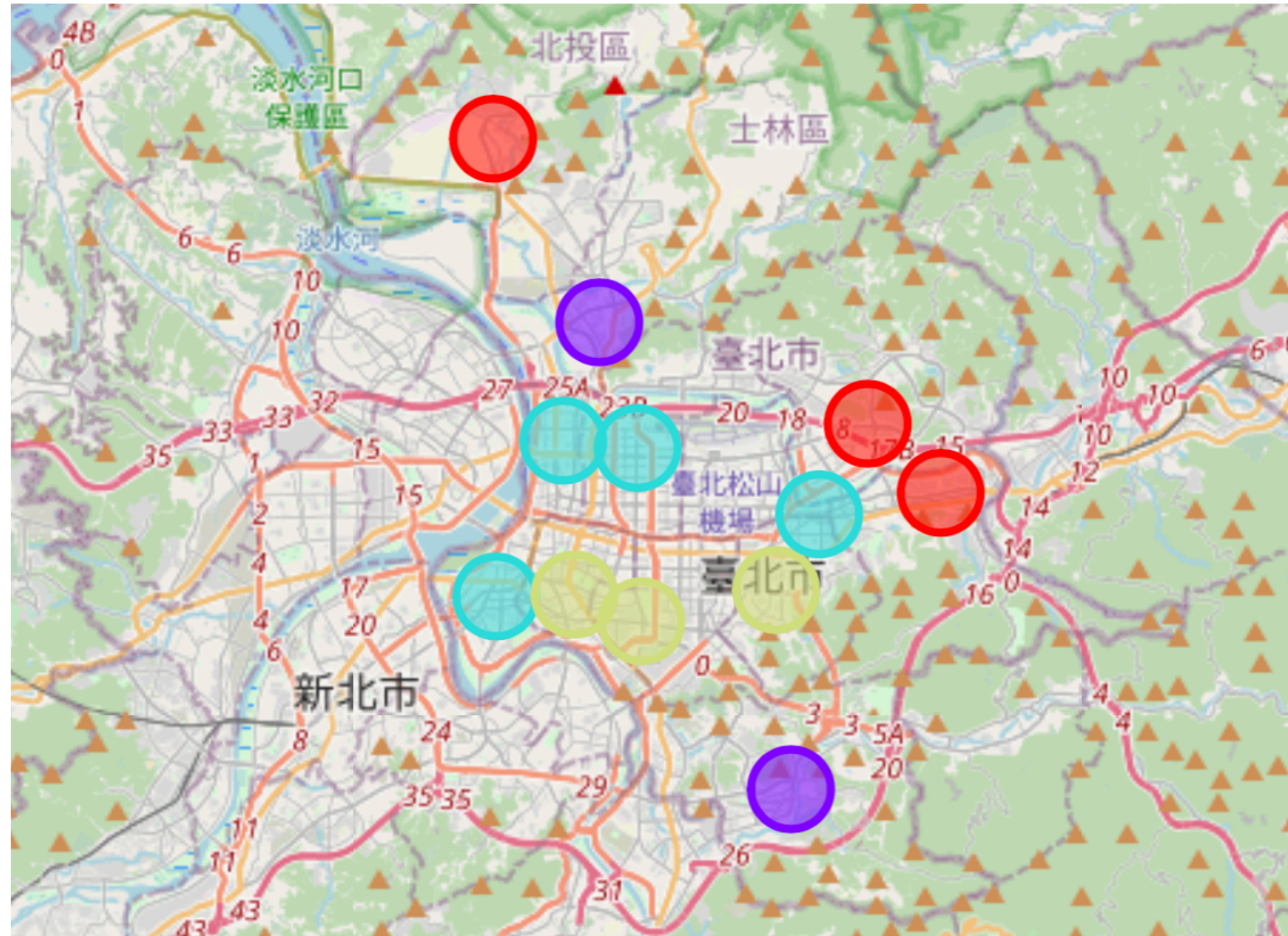


Data analysis

Clustering analysis with 5 main features

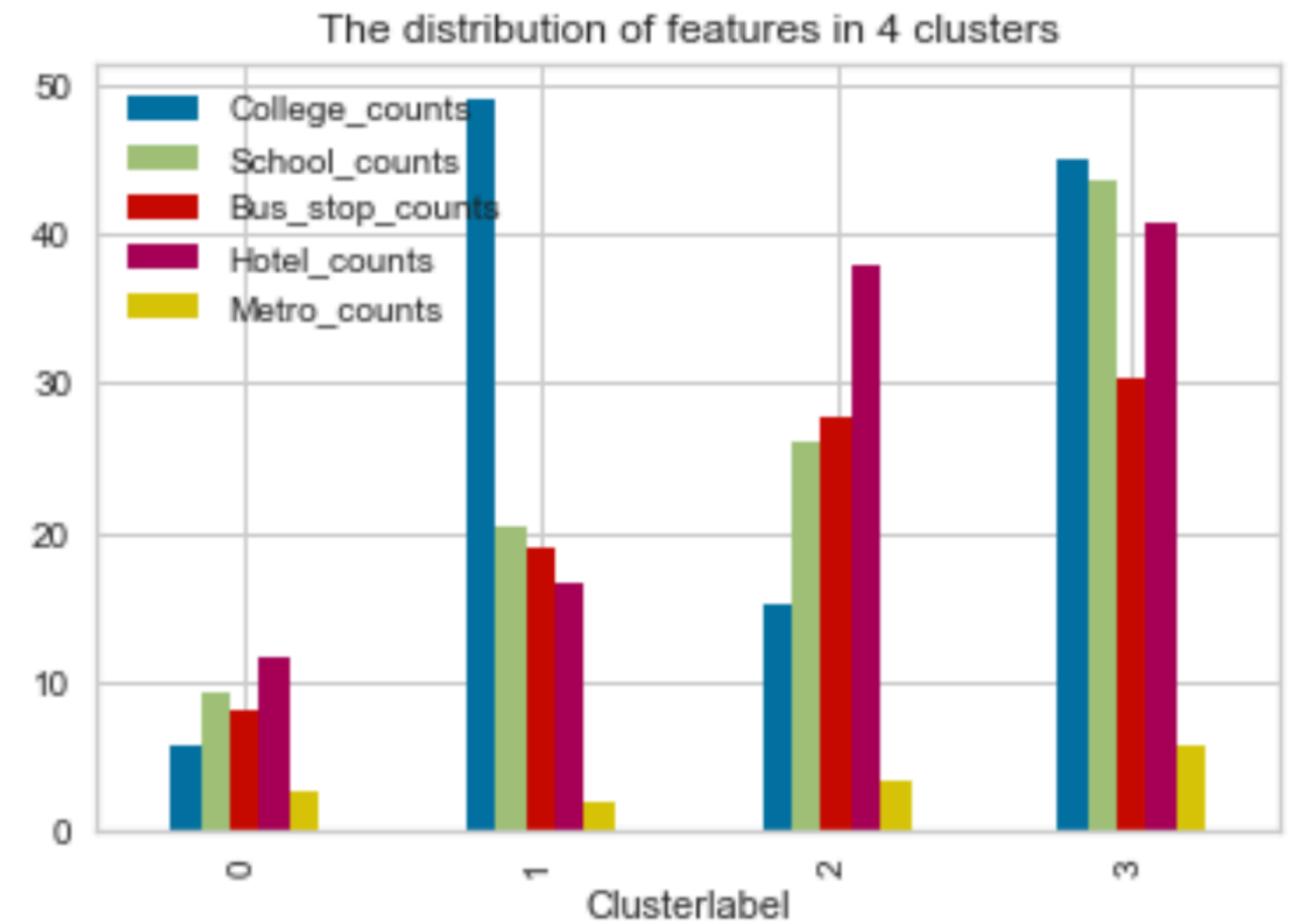
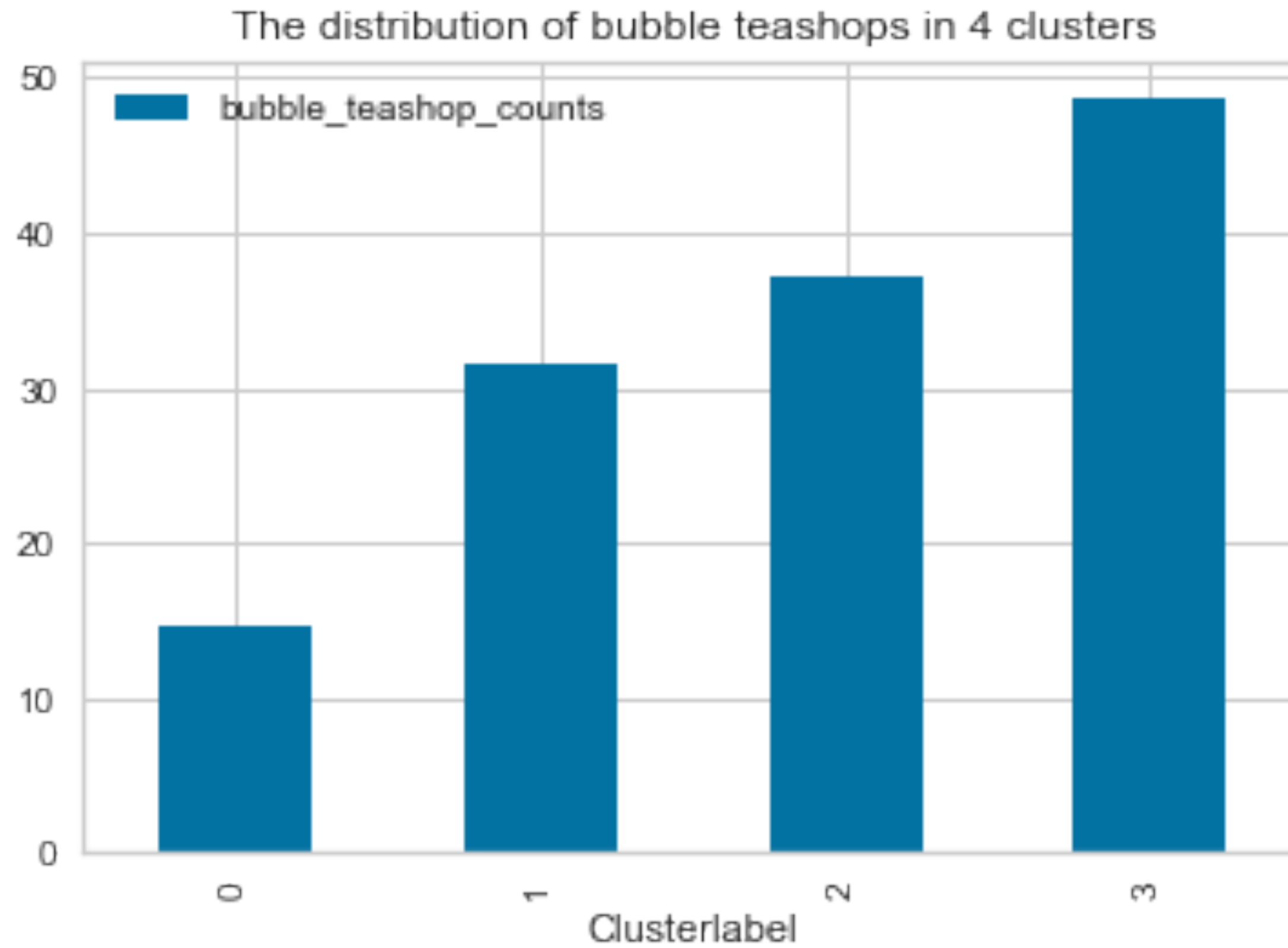
5 main features

- College
- School
- Bus stops
- Metro station
- Hotel



Data analysis

Results



Summary

Discussion and confusion

- **Beitou and Neihu are classified as cluster 0, people here may not like bubble tea.**
- **Wenshan district is classified as cluster 1 and there are many college in Cluster 1. I think opening bubble tea shops in Wenshan district may attract a lot of young people.**
- **Wanhua is classified as cluster 2 where Datong, Zhongshan and Songshan have many bubble teashops.**