



Starbucks Advertising and Suggestions for a New Store Location in NYC

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Introduction

- What subway stop locations are lacking Starbucks within walking distance? Can we find an area that would be a good candidate for the opening of a new Starbucks?
- What subway stops have the most traffic? Can we use this data to find where advertisements would be the most effective?

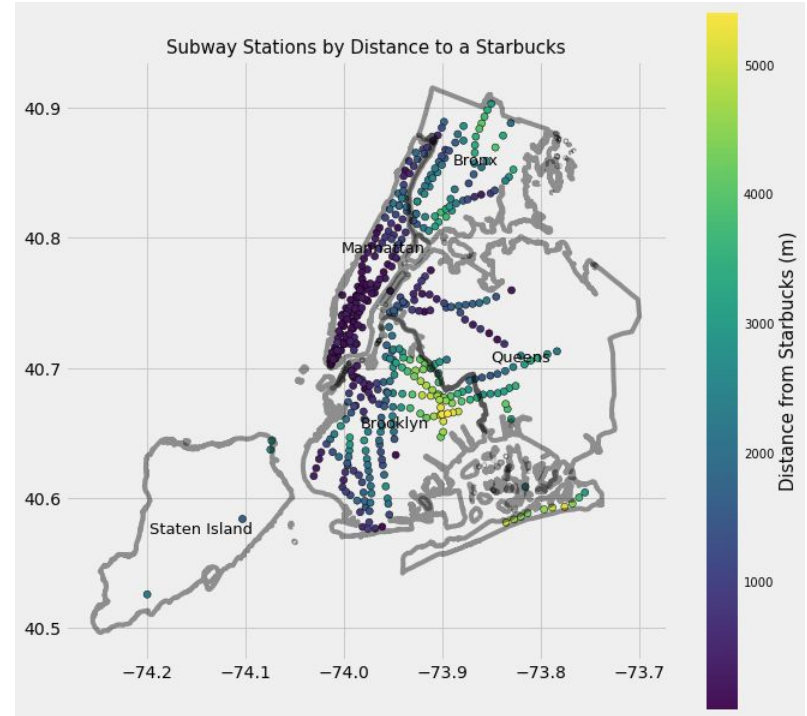


Methodology

- Data: **New York City MTA data** over 3 months in Summer 2019 (Jun - Aug) to simulate a regular New York Summer, **subway stop location data**, and **Starbucks store location data**.
- Tools: pandas, Geopandas, geopy, fuzzywuzzy
- Metrics:
 - Distance (m) between each subway stop and the nearest Starbucks store
 - Stops with the most traffic and their locations

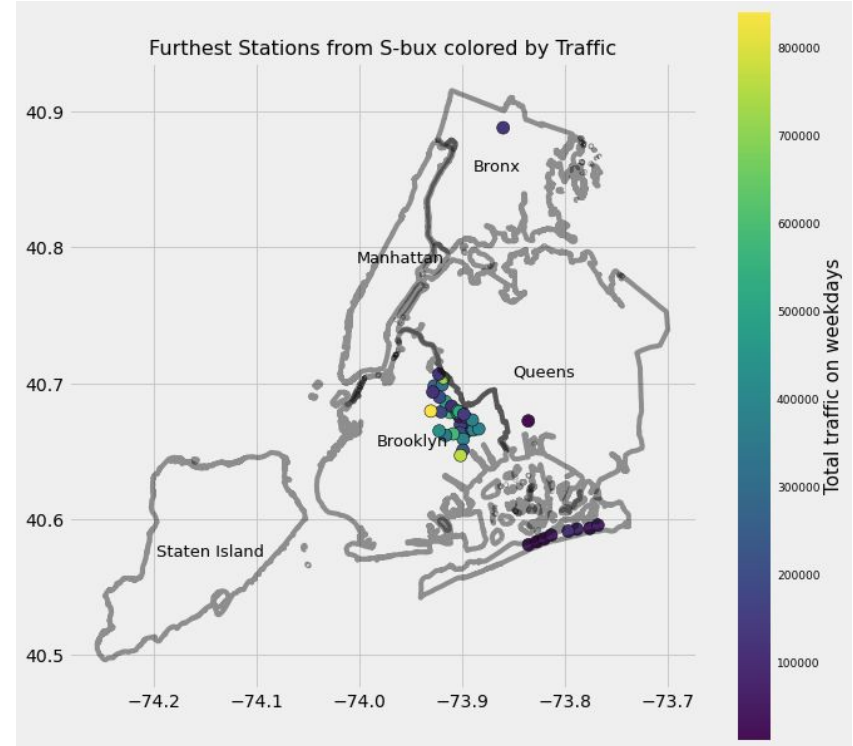
Results

- Every subway stop in Manhattan is extremely close to a Starbucks
- South East Brooklyn (near JFK) has many subway stops, but no Starbucks for almost 5000m (~3 miles)
- Lower Queens outside of Jamaica Bay is also lacking a Starbucks.
- The Upper Bronx is also lacking Starbucks



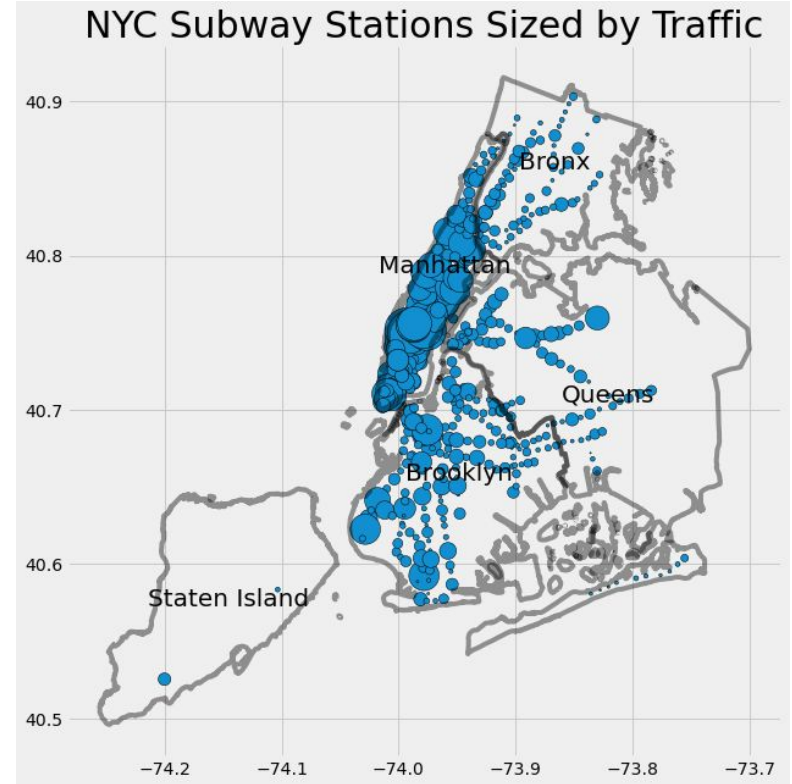
Results

- Every subway stop in Manhattan is extremely close to a Starbucks
- South East Brooklyn (near JFK) has many subway stops, but no Starbucks for almost 5000m (~3 miles)
- Lower Queens outside of Jamaica Bay is also lacking a Starbucks, but low traffic
- The Upper Bronx is also lacking Starbucks



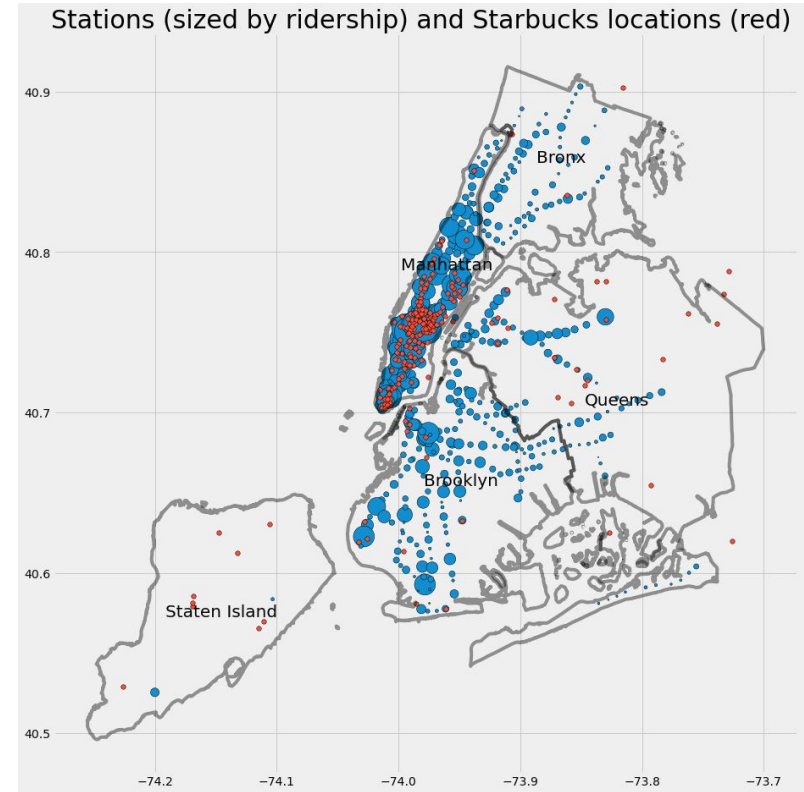
Results

- Most of the Subway traffic is in Manhattan
- Most of the Starbucks are in Manhattan as well
- Almost every Subway stop in Manhattan has a Starbucks within 200m



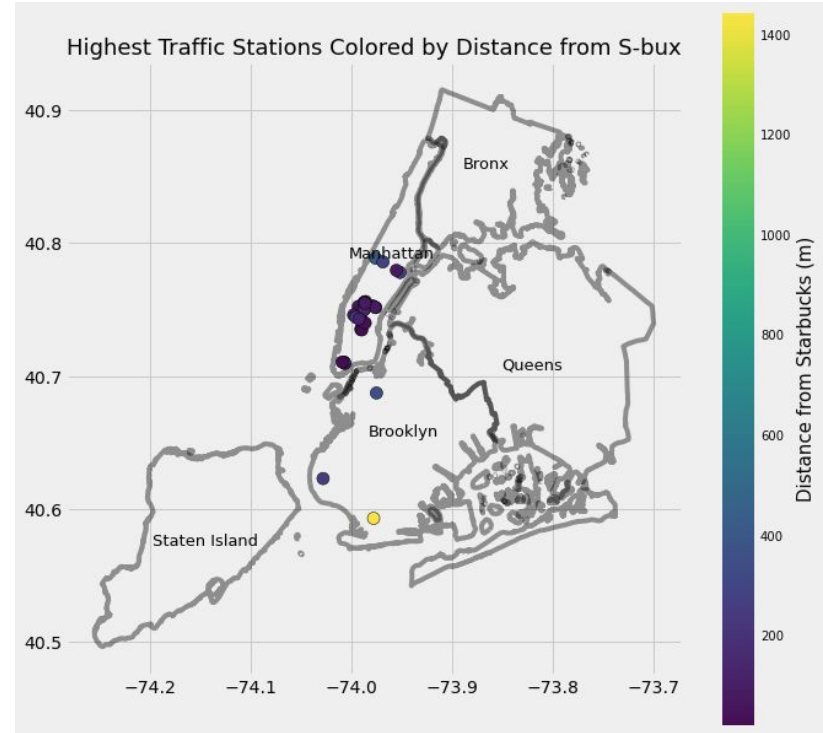
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Conclusions

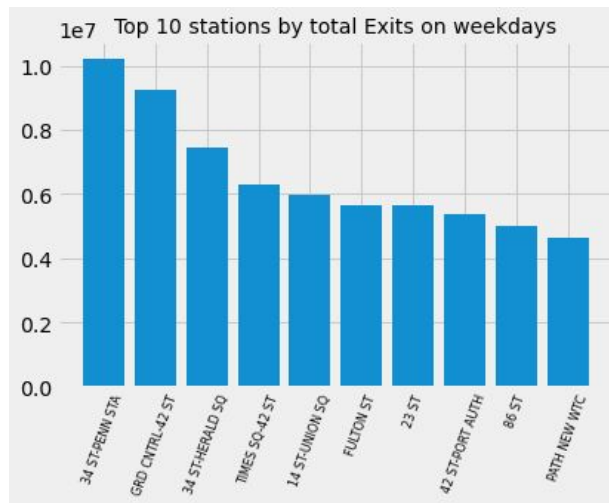
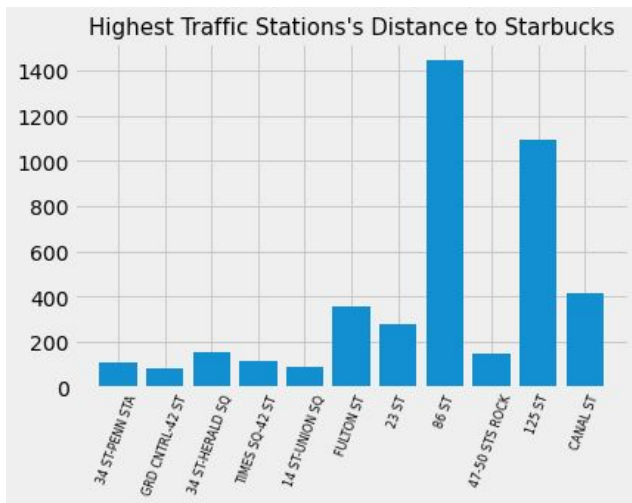
- Best spots for a new Starbucks: South East Brooklyn, Northern Bronx, Jamaica Bay.
- Best spots for running Starbucks advertisements is almost anywhere in Manhattan. Manhattan is saturated with Starbucks and population.
- Manhattan is the densest Borough and where most people commute to, therefore it makes the most sense for advertisements to be run there and for the weekday commuter's coffee.



Future Work

- Mapping the subway stop location data with the subway traffic data in a more accurate way to get better results
- Looking at census population data to account for density in where a new Starbucks could be opened
- Looking at zoning data to see which areas are zoned for residential and excluding those areas.
- Look at density of other coffee shops

Appendix





Appendix

