**Introduction**

As the world is starting to recover health-wise from the coronavirus pandemic, businesses are still struggling. While some businesses are capable of continuing operations in a remote, or work from home, basis, dining and personal service businesses typically cannot. As a result, a significant number of businesses are struggling financially. This is especially true in New York City where the coronavirus hit especially hard. Dining and personal service businesses have either already gone out of business or they will continue to face liquidity issues until consumers gain enough confidence to begin frequenting those types of businesses. If those businesses haven’t already closed their doors, there is a strong possibility that they may in the months to come.

A group of investors have assembled with a new model of dining establishments. Effectively, it is a mix between a restaurant, grocery store and coffee shop. The entire concept is designed to support social distancing and safe food and beverage preparation. The business plan that the investors have created calls for researching the neighborhoods in New York City with the greatest concentration of coffee shops and cafes. Once a specific neighborhood has been identified, the investors will work through business brokers to start making contingent offers for all or part of each of the coffee shops and cafes in that neighborhood. Once a sufficient number of deals have been closed, the investment group will close all the deals and then begin remodeling and re-branding all of the establishments. They will also begin a targeted marketing campaign for that neighborhood in order to educate the members of that community on the benefits and safety in visiting these new types of establishments.

**Description of the Data**

In order to complete this research, we need to identify cafes and coffee shops in each neighborhood in New York City. To do that, we will leverage location data that is available from Foursquare. With that data, we can identify venues within a geographical area, and we can also identify the category that best describes the venue. Café and coffee shop are actually two separate categories of venues. So, once the data is collected, those categories will need to be combined. Once the data has been collected and grouped accordingly, we will be able to identify the neighborhood with the highest concentration of cafes and coffee shops.