

2. Data

I will use New York City's location data and the data from Foursquare, such as the information and location of other cat cafes so that we can avoid to open a new one that region. Also the data of the location of business building areas so we can target office workers. They may want to hang out after work. And the the data of the location of small apartments areas which are not allowed to have pets so we can target those cat persons who don't have their own cats. Then we can combine all these data to do analysis.