

Coffee Shop Project: Austin, Texas

By: Sanjit Madireddi

Introduction:

Location is one of the most important aspects when establishing a coffee shop business. The sales, loss, and revenue of a café will depend where the coffee shop is located. The purpose of this project is to find the best location for a coffee shop in the city of Austin, Texas. Using methods of data analysis, visualization, and Python modules, we will discover the best location to open a brand-new café.

Data:

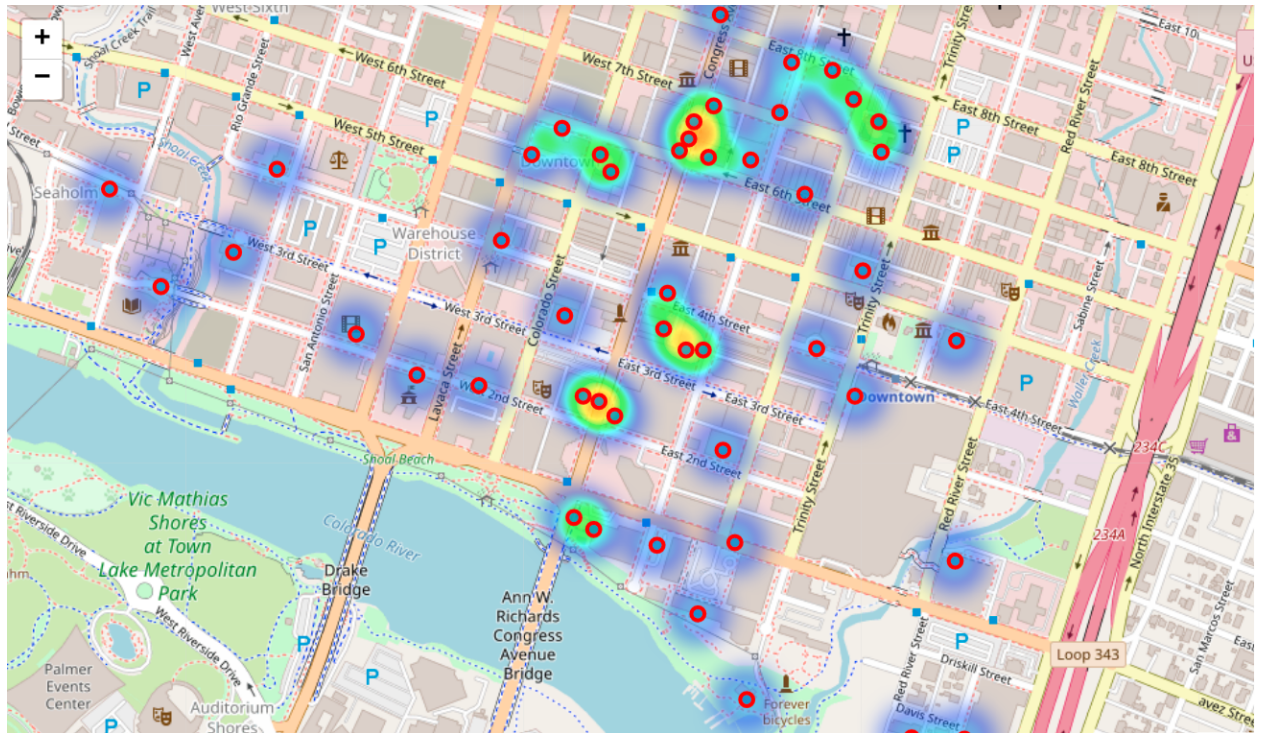
The data required for this project will come from multiple sources. The latitude and longitude lines for the city of Austin, Texas will be obtained through “geocoder”. Other data points will be provided by the Foursquare API and other Python modules such as Folium.

Methodology:

1. Loading the Modules (Pandas, Numpy, Folium, etc.)
2. Inputting Foursquare Credentials
3. Obtaining the Master Data for the coffee shops in the city of Austin, Texas

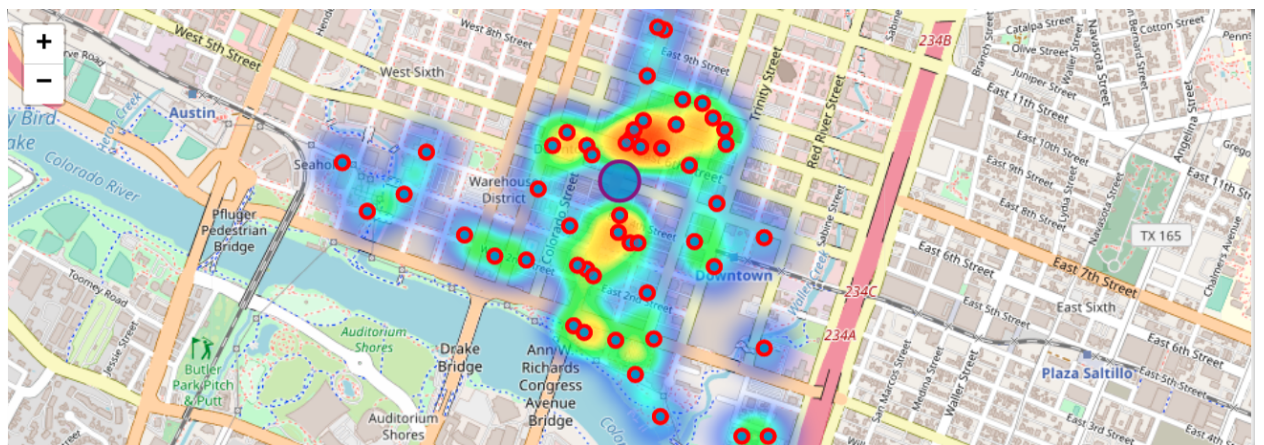
| | uid | name | shortname | address | postalcode | lat | lng |
|---|--------------------------|------------------------------|---------------|---------|------------|-----------|------------|
| 0 | 50981188e4b0f94e062c8664 | Houndstooth Coffee | Coffee Shop | | 78701 | 30.266194 | -97.743025 |
| 1 | 4d21da6dd7b0b1f7c980209f | Royal Blue Grocery | Grocery Store | | 78701 | 30.268378 | -97.742678 |
| 2 | 56170c17498ecd6b0a1e7930 | Voodoo Doughnut | Donuts | | 78701 | 30.267602 | -97.740785 |
| 3 | 423a1a00f964a5202f201fe3 | Halcyon Coffee, Bar & Lounge | Coffee Shop | | 78701 | 30.266935 | -97.745717 |
| 4 | 575825ea498e6d816e1142cb | Caffé Medici | Coffee Shop | | 78701 | 30.270119 | -97.742154 |

4. Plotting all the coffee shops in the city of Austin, Texas



Result:

The Clustered Map, which shows the best location to start a coffee shop



Conclusion:

Because of this project, we are able to find the optimal location for starting a café in Austin, Texas. Because of the many nearby attractions, a close by highway, and also located near downtown Austin, Texas, this spot would indeed be an ideal location for starting a coffee shop.