



INVESTING IN A COFFEE SHOP

CAPSTONE PROJECT



AIM

- The aim of this project, was to decide where to set up a new coffee shop near New York. Usually New York City would have been an attractive option, considering its high population and popularity amongst tourists.
- However, in light of the Coronavirus pandemic, we might predict a trend of people moving out of density populated New York, given social distancing rules and the emphasis on an ability to work from home.
- Therefore, I wanted to see where would be best to set up a coffee shop in the surrounding areas of New York City.

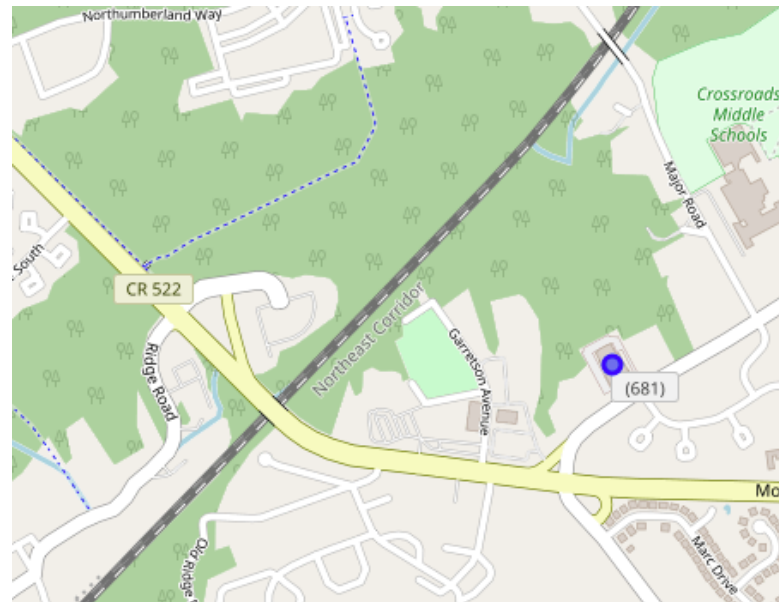
LOCATION

- In order to find out where I should set up a coffee shop outside of New York, I needed to scrape data to understand what areas surrounded it, and understand things about it, such as the typography, population size and median house value.
- The area I chose to look further into was Monmouth Junction, because of its low median house value, which I thought would make it an attractive option for people looking to relocate.

	County	Population	Median Home Value	Density
0	Monmouth Junction	3302.0	40700.0	Rural mix
1	Hartsdale	4822.0	280200.0	Urban
2	Bedminster Township	8112.0	382800.0	Dense
3	Dayton	7340.0	385400.0	Sparse
4	Kendall Park	9346.0	397100.0	Sparse

VIABILITY

- Now I had decided that I was going to look to invest in Monmouth Valley, I needed to see what the market opportunities were like for coffee shops in the area. This is where I used the FourSquare API data, to understand where the surrounding coffee shops were, I displayed this data on a map, and found there was only one coffee shop in the area, making it a prime opportunity to invest.



CONCLUSION

- To conclude, the coronavirus pandemic has made it reasonable to assume that people might move out of the density populated city of New York. The relatively low median house prices in Monmouth Junction make it an attractive option for people to move to, and subsequently to set up a coffee shop business.
- The fact there is only one coffee shop in the area currently, as we found from the FourSquare API data, means that there is a huge market opportunity to set up a new business here.