1. Now we need to think about the question again. Clearly, you tried to search the coffee shops, and we know there are some major branches, surely coffee shops. But the problem is the stores having less than 10 stores there. It is actually not bad. If you spend some time, you can manually classify them whether they are coffee shops or not among the Naics code
2. Once you set up the question, you need to address whether your data is biased or not. You filtered the POIs, and you have to understand this is the sample data
3. Use raw\_visit\_count
4. Once you classify them all, I want you to think about two classification
   1. Major vs. minor stores (I guess top 5 would considered as major), your decision
   2. Category for visitors
      1. Monthly? Or overall?
      2. How do you handle the smallest and largest? (have to specify here)
5. Depending on your grouping method: you can find the representative value of visitors of each month.