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* What is your specific area of interest?

Coffee shops/Cafes, for example Starbucks, Dunkin Donuts, Tatte, Cafe Nero

* Why is it more important than other areas?

Boston has one the highest amount of coffee shops per capita in the United States, with 61 coffee shops per every 100,000 people (<https://overheardonconferencecalls.com/business/cities-most-and-least-coffee-shops/>). This makes it a very fruitful area of exploration for us. In addition, coffee shops are a cultural phenomenon that people from all over the world can relate to and enjoy. It is a big part of day to day life for a lot of people. People grab coffee when they need to go to work, when they have homework to do, when they need a pick me up, when they want to catch up with a friend, and more. We are all also coffee lovers, so it is something that we can relate to and care about on a more personal level!

* Why is the cell phone tracking data fit for your interest?

Most people use smartphones and carry them with them everywhere they go, including coffee shops. Due to this we can use the cell phone tracking data to track these consumers' behaviors surrounding coffee shops and the action of getting a cup of coffee. We could use this data to see what coffee shop is the most popular, how far consumers will travel for a cup of coffee, and what the related brands are to specific coffee shops. For example, we could find out what coffee shops are the most popular for people living in a certain area of Boston.