Zhengxuan Wang

Mildred Delgado

Li Liu

Djounia Saint-Fleurant

BUS211a

**Final Project Outline Group 3**

1. **What is your specific area of interest?**

The food industry, specifically coffee shops.

1. **Why is it more important than other areas?**

American coffee culture has a long history. There are more than 180 million coffee drinkers in the United States each year, with an average of 4.5 kilograms of coffee per person per year; it is not only the world's largest coffee consumer but also a world that promotes "third-wave coffee action" and "specialty coffee" pioneer (NCA Releases 2020 National Coffee Data Trends, the “Atlas of American Coffee,” n.d.).

In Boston, the demand for coffee is especially huge because there are a lot of people consuming coffee to stay awake and be more productive at work and school. Additionally, many people go to coffee shops to have a quick meeting, meet friends, relax, and enjoy their free time over a book. Boston is an academic and financial hub where a lot of students, faculty, and professionals go to coffee shops regularly to recharge themselves. Therefore, it will be interesting to know the most popular coffee shops and visit patterns among the Boston population that might be beneficial for business owners.

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

The cell phone tracking data contains key information such as location, time of visit, and duration of the stay that can be used to analyze and get the insights we may need.