Introduction/Business Problem

There are many types of businesses out there. Some of them are easier to start than the others. Food and drink services usually are the easiest services to work with. This project wants to further look into a specific food and drink service business, Starbucks. (However, note that this type of analysis could be performed across other service brands).

Starbucks is one of the most prevalent franchises in United States. It was found in 1971, Seattle, Washington. As of early 2019, the company operates over 30,000 locations worldwide. Out of all the cities have Starbucks, New York city is the one with most Starbucks located.

Naturally, a question follows, if a customer wants to experience a good Starbucks service, which area of the city will they visit? To answer this question, it is similar with answering, if a person wants to open a Starbucks coffeeshop, where would be the best location?

It is the goal of this project to answer the questions above. How do I identify a relative good area for opening up a Starbucks store as well as how do I locate an area for good Starbucks services.