**Introduction/Business Problem**

The business problem I will explore will be the ideal location to build a new modern drive-through coffee shop in my hometown of Moline, Illinois (https://en.wikipedia.org/wiki/Moline,_Illinois). While coffee shops are by no means a new thing in Moline, most coffee shops are located in newer developed retail areas outside of the city of Moline proper. If a new coffee shop could be set up more conveniently close to the Moline residential areas, it could give that business an edge for people who get their coffee on their way to work downtown (the primary employers in Moline are John Deere and the Rock Island Arsenal, both of which have a majority of their factories downtown along the Mississippi river).

In addition, locally-owned coffee shops are becoming more and more popular over many of the national retail chains, like Starbucks and McDonalds. Residents take pride in supporting their local businesses, and the local shops can often take advantage of the "cool factor" to distinguish themselves from national chains. Some other locally-owned coffee shops that have done exceptionally well are Milltown Coffee (http://milltowncoffeeqc.com/) and Atomic Coffee Bar (https://www.atomiccoffeebar.com/)

The problem is, how can data science and location data from Foursquare help us decide on the perfect location for our new modern drive-through coffee shop? People interested in this analysis would be entrepreneurs, coffee lovers, potential investors, or anyone else who would care about creating a new modern coffee shot in their hometown. Other interested stakeholders could  be Moline locals like me who would simply find the analysis of their hometown interesting.