Introduction

Tokyo is the capital of Japan and is one of the most attracting cities in the world. For many people travelling to Tokyo, they are impressive with Japanese food and restaurants. There was a saying in a Japanese commercial decades ago which is: '3pm is the time for tea and sweets.' Coffee, drinks, bread and desserts are always popular in this country.

Since 2018, bubble tea has brought a big boom in Tokyo. Although it is not a new drink, some new bubble tea shops have become trendy. People even line up for several hours to get a cup of delicious tapioca bubble tea.

The business problem

The business problem I want to solve is to open a new bubble tea shop. Utilizing the data science techniques, I would like to deliver the solutions for the following questions:

* Why should invest in bubble tea shop?
* Current bubble tea shop market analysis
* Where is the optimal location for the shop?

Target Audience

* Individuals interested in investment of bubble tea shop
* Bubble tea lovers
* Data scientist interested in data analysis and visualization