



A Coffee Shop Analysis Of Boston, MA



Coffee Shops In and Around Boston

- Coffee Shops are popular for co-working and community building.
- Boston supports a strong ecosystem of independent coffee shops.
- High end artisan coffee shops are a profitable business.
- Certain neighborhoods have *low* coffee shop saturation but *high* coffee shop potential.

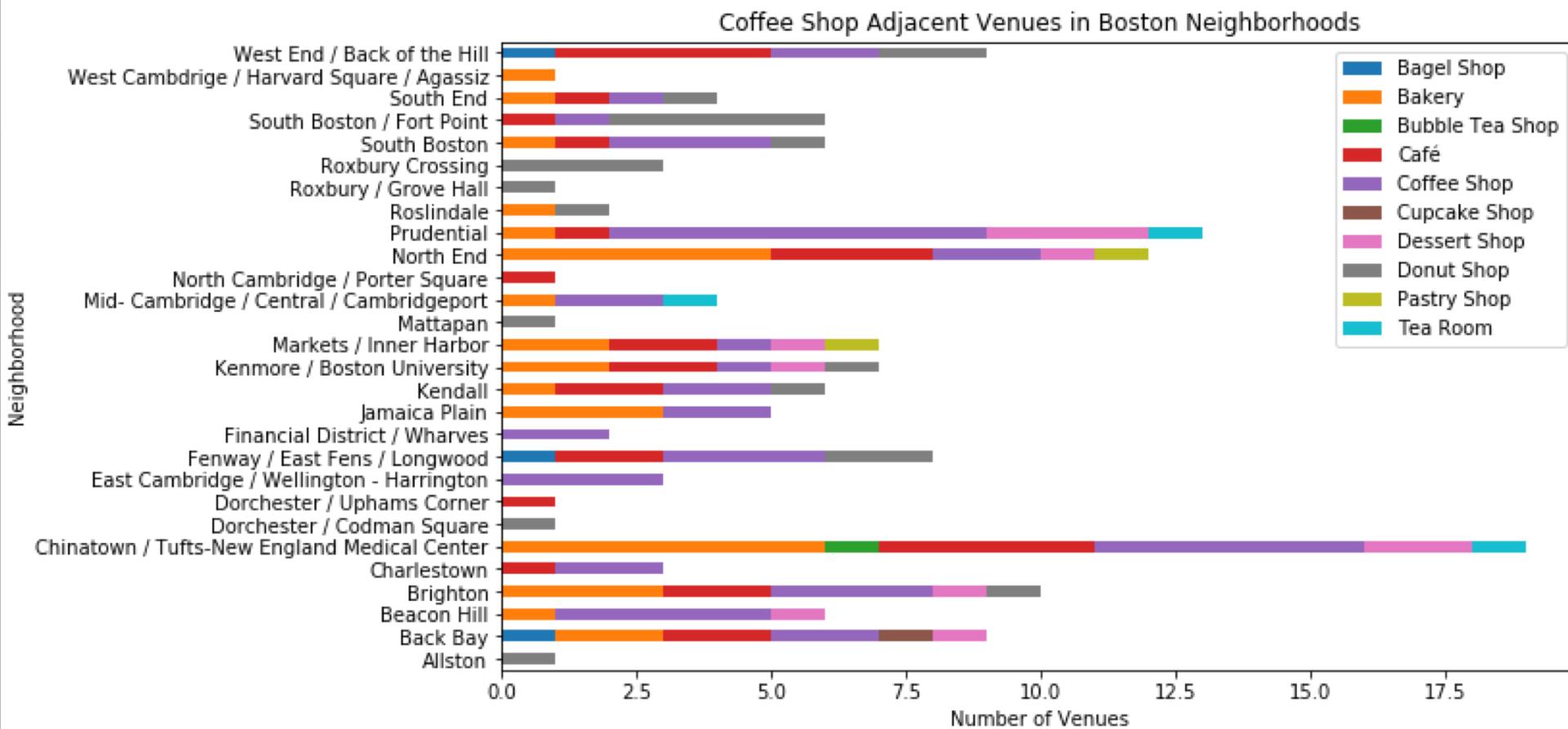


Neighborhood Venue Data

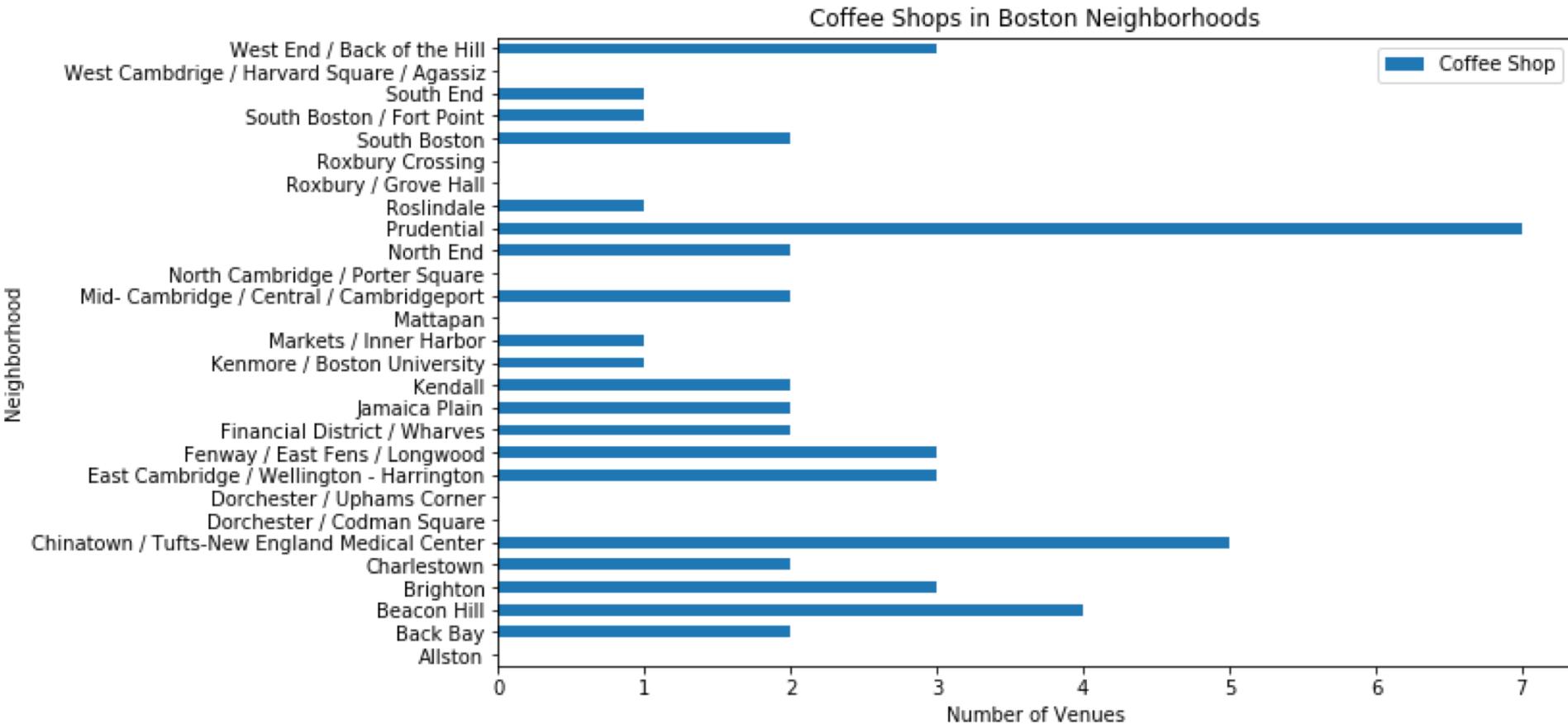
- Neighborhoods are grouped by:
 - Zip Code, Name, Latitude, Longitude
- Neighborhood venues data is obtained via Foursquare API, and includes:
 - Neighborhood Name, Venue Name, Venue Latitude, Venue Longitude
- Venues are comprise of 207 categories, including 10 coffee shop (CS) and coffee shop adjacent (CSA) categories.

CSA = Coffee Shop Adjacent
CS = Coffee Shop

CSA Frequency Graph



CS Frequency Graph

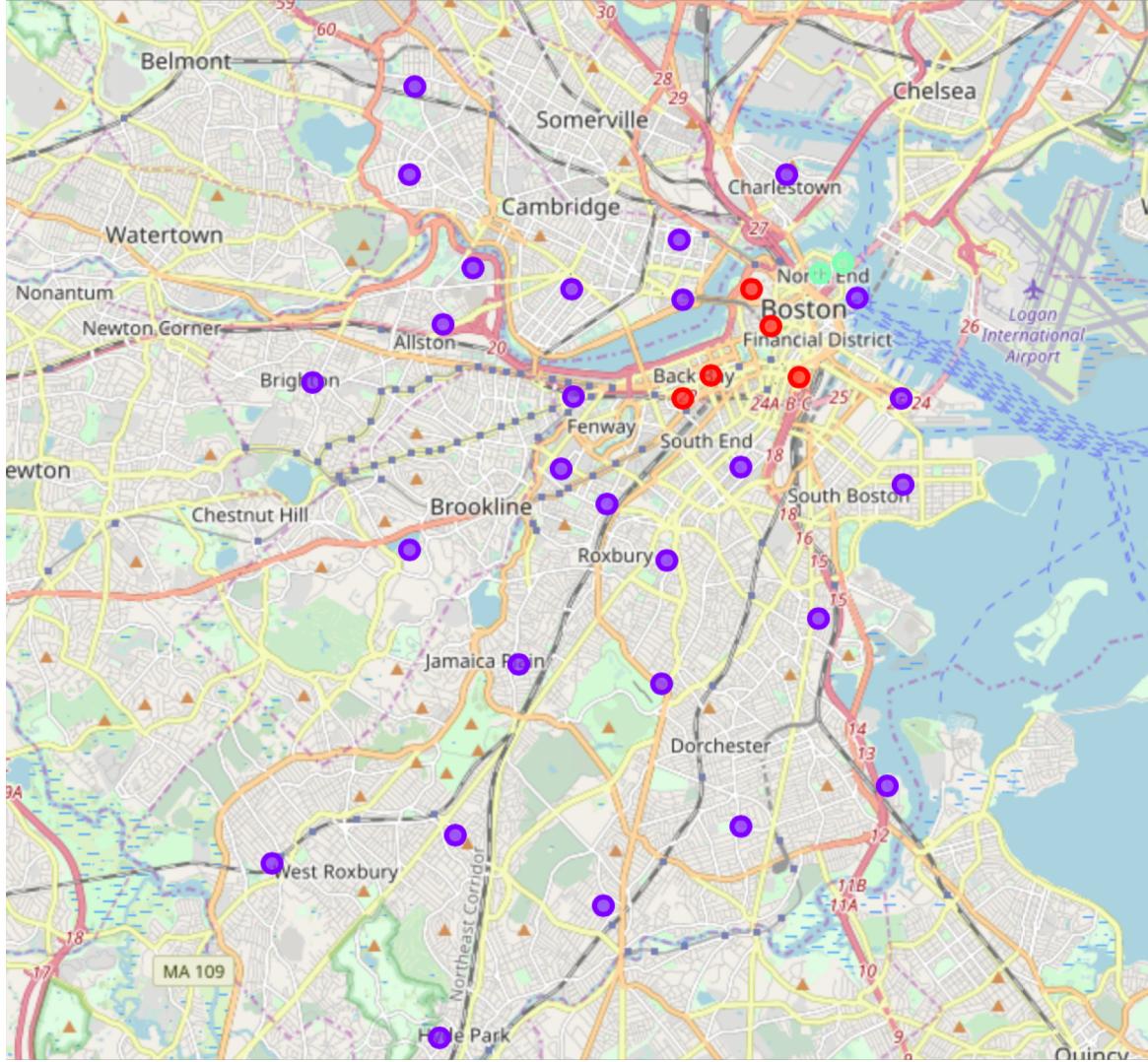




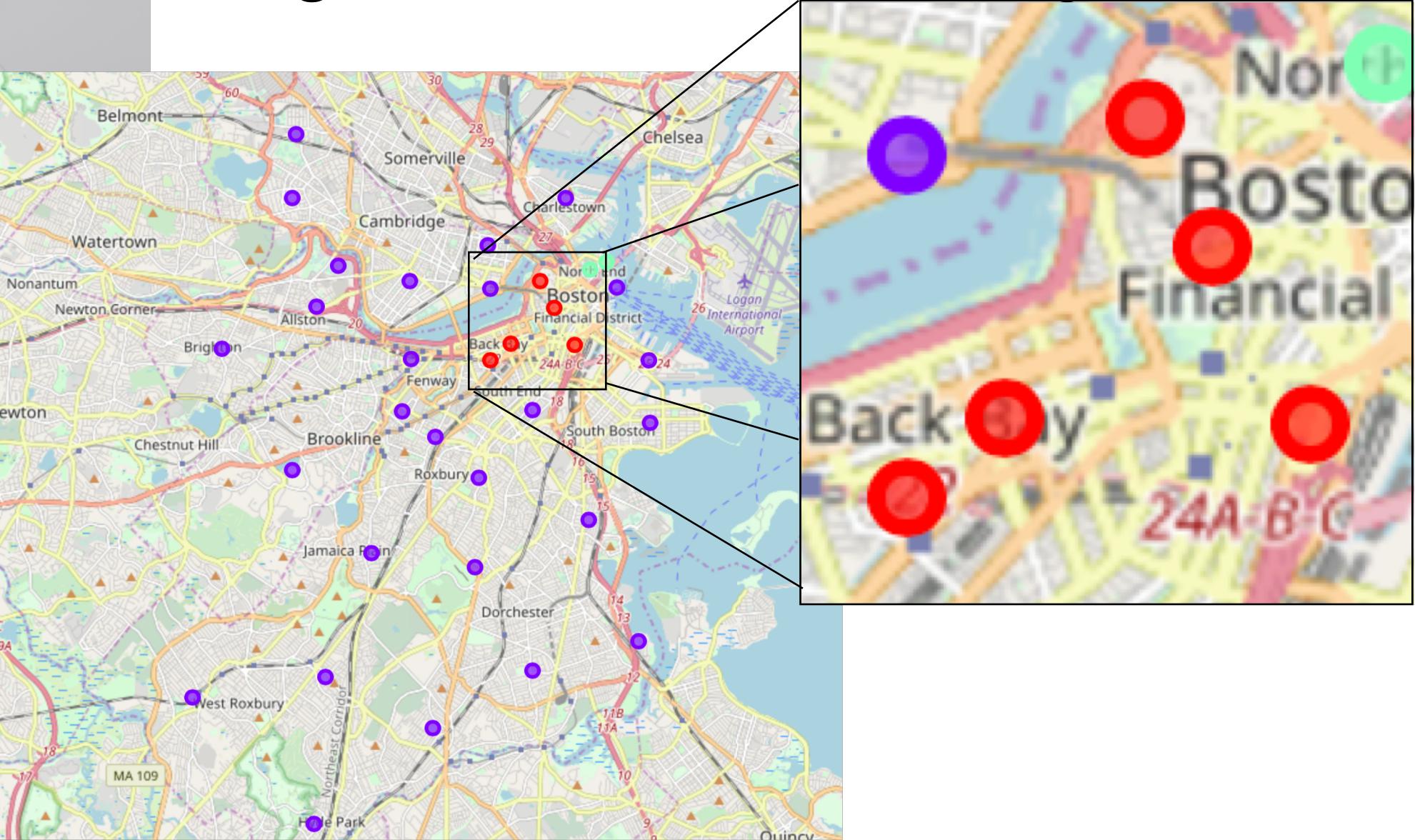
Optimal Coffee Shop Saturation

- Top Neighborhoods for CSA frequency:
 1. Chinatown / Tufts – New England Medical Center
 2. Prudential
 3. North End
 4. West End / Back of the Hill
- Top Neighborhoods for CS frequency:
 1. Prudential
 2. Chinatown / Tufts – New England Medical Center
 3. Beacon Hill

Neighborhood Clustering



Neighborhood Clustering





The Red Cluster Examined

	Neighborhood	Cluster_Labels
0	Beacon Hill	1
3	Chinatown / Tufts-New England Medical Center	1
5	West End / Back of the Hill	1
7	Back Bay	1
25	Prudential	1

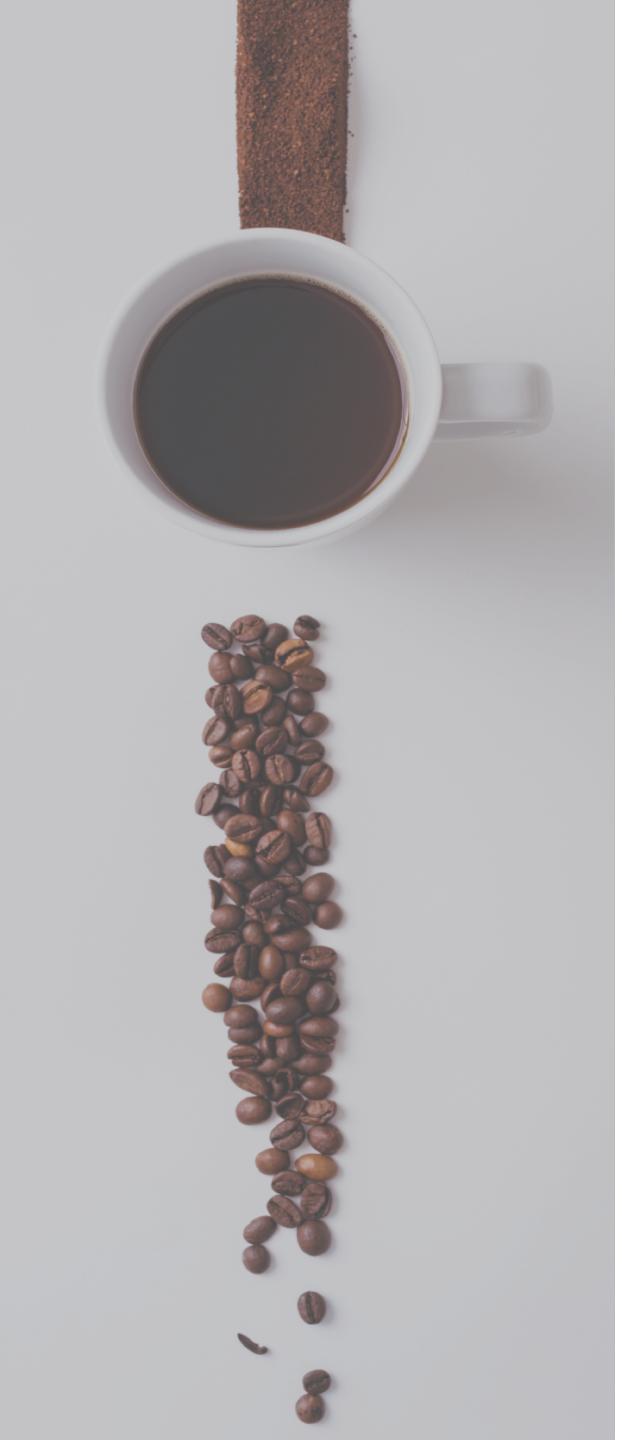
* Back Bay is the only neighborhood in the cluster with low CSA and CS Frequency.



Conclusion



- Back Bay has a low CSA and CS values, and therefore low coffee shop saturation.
- Back Bay belongs to a cluster containing the neighborhoods with highest CSA and CS frequency.



Discussion

- Neighborhoods with low CSA and CS frequency values are good candidates for a new coffee shop.
- Neighborhoods that cluster with high CSA and CS values are good candidates for a new coffee shop
- Locality income information is still needed to make a determination.