

1. Introduction

Bikes are more than a mean of transportation in Europe: they are a culture. That means they are part of the State's planning and infrastructure projects, and people ride them the whole year (no breaks during winter).

Cyclists, moreover, share a passion for coffee. The energy benefits of this drink and its culture attract the athletes as a gathering point before a ride, for coffee pauses during long riding sessions or in the end of one, to recover the breath and finally go home.

In the study "Bicycle Cities Index 2019" conducted by Coya, 90 cities from all around the world were considered, ranging from traditional cycling cities to lesser-known locations with improving bike infrastructure. There were six main evaluation categories: weather, percentage of bike usage, crime & safety, infrastructure, sharing and events. The higher the total score, the better. Copenhagen and Amsterdam appear as the first 2 best Medium size cities to ride a bike.

With that in mind, I decided to analyze the city of Copenhagen and its districts to understand what would be the best place to open a Bike-Café, a Café with the facilities of a bike shop. This project is of interest to those who share both passions for coffee and bikes – both athletes and commuters.

2. Data

- Coya: I used the ["Bicycle Cities Index 2019"](#) to gather information about what should be the target city to analyze in order to establish a Bike-Café.
- Google: I could not find official information gathering the coordinates from all districts from the city of Copenhagen. Therefore, I collected their latitudes and longitudes from Google.
- Foursquare API: Foursquare will be the API to explore the districts of Copenhagen to understand the most common venues in each area of the city. Again, as the Business Problem is to find the best neighborhood to open a Bike-Café, I will use then Google Maps to compare which sort of cafés there are in the districts – Foursquare does not retrieve this search query properly.
- To give the investors an idea of rent prices in Copenhagen, I will use [this](#) website to give an overview of the rent scene there.