



# Best café in Bronx

# Background



WE RELY ON A CUP OF COFFEE EVERY MORNING TO  
START WITH THE DAY.



THIS REPORT IS TO LOOK FOR THE BEST CAFÉ  
AROUND IN BRONX BASED ON TWO MOST VALUABLE  
FACTORS BY ANALYZING DATA FROM FOURSQUARE  
LOCATION DATA.



FURTHER ANALYSIS WILL BE DISCUSSED IN  
DISCUSSION SESSION IN THIS REPORT.



## Object

- To find out the best café around Bronx area for office workers who can enjoy the best coffee for a day. This will improve efficiency of work and remain enthusiasm to office.

## Data for analysis

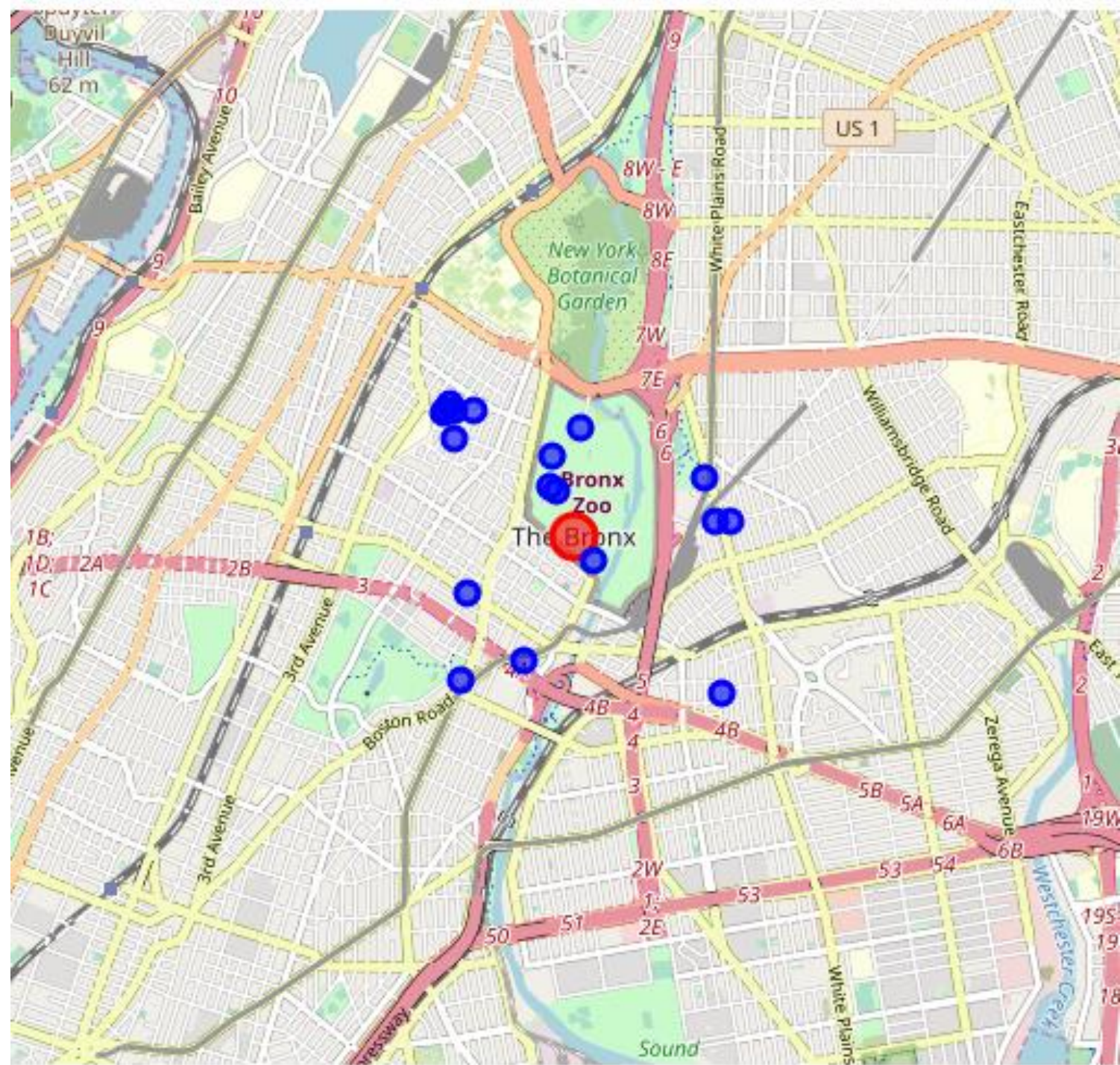
- Location data about venues and details venues were retrieved from Foursquare. We first define the location as “Bronx, New York, NY” as we will only focus on café in Bronx.
- In order to get fair number of café near Bronx, we define the radius as 1000 which represents 1 kilometer around Bronx.
- By applying search value “café”, we are able to retrieve 17 rows of data in Bronx.

## Data for analysis

Cafe													
1	Cafe al Mercato	Italian Restaurant	2344 Arthur Ave	40.854176	-73.888085	[[{"label": "display", "lat": 40.85417649340613...	1157	10458	US	Bronx	NY	United States	
2	Arthur Avenue Cafe	Italian Restaurant	2329 Arthur Ave	40.854068	-73.888838	[[{"label": "display", "lat": 40.85406831774407...	1194	10458	US	Bronx	NY	United States	
3	The Dancing Crane Cafe	American Restaurant	2300 Southern Blvd	40.849698	-73.880404	[[{"label": "display", "lat": 40.84969808989766...	371	10460	US	Bronx	NY	United States	
4	Wild Asia Cafe	Fast Food Restaurant	NaN	40.845300	-73.877109	[[{"label": "display", "lat": 40.84530017553037...	195	10460	US	Bronx	NY	United States	
5	Picnic Cafe	French Restaurant	NaN	40.849447	-73.880012	[[{"label": "display", "lat": 40.84944735766703...	333	10460	US	Bronx	NY	United States	
6	North Star Cafe	Café	850 E Tremont Ave	40.843336	-73.886982	[[{"label": "display", "lat": 40.84333558876738...	796	10460	US	Bronx	NY	United States	
7	Terrace Cafe	Café	Bronx Zoo	40.851532	-73.880303	[[{"label": "display", "lat": 40.85153166966169...	562	10460	US	Bronx	NY	United States	
8	Havanna Cafe	Cuban Restaurant	NaN	40.839314	-73.882527	[[{"label": "display", "lat": 40.83931427825235...	881	NaN	US	NaN	New York	United States	
9	Cafe Maggolino	Coffee Shop	2370 Belmont Ave	40.854217	-73.886500	[[{"label": "display", "lat": 40.854217, "lng": "...	1073	10458	US	Bronx	NY	United States	
10	Istanbul Cafe	Hookah Bar	Rhinelander Ave, Bronx, NY	40.847595	-73.867405	[[{"label": "display", "lat": 40.847595, "lng": "...	948	10461	US	Bronx	NY	United States	
11	Parisienne Cafe	Café	Arthur aveue	40.854191	-73.888763	[[{"label": "display", "lat": 40.85419095132885...	1199	NaN	US	Bronx	NY	United States	
12	Bronx Zoo	Zoo	2300 Southern Blvd	40.853107	-73.878094	[[{"label": "routing", "lat": 40.84401833985193...	719	10460	US	Bronx	NY	United States	
13	Cafe Lasalle	Coffee Shop	1478 Beach Ave	40.837380	-73.866960	[[{"label": "display", "lat": 40.83737999999999...	1422	10460	US	Bronx	NY	United States	
14	Laonda Cafe	Coffee Shop	2009 White Plains Rd	40.850176	-73.868271	[[{"label": "display", "lat": 40.850176, "lng": "...	953	NaN	US	Bronx	NY	United States	
15	Jerusalem cafe	Hookah Bar	NaN	40.847586	-73.866288	[[{"label": "display", "lat": 40.84758578786568...	1041	10462	US	Bronx	NY	United States	



## Café Map



## Café details

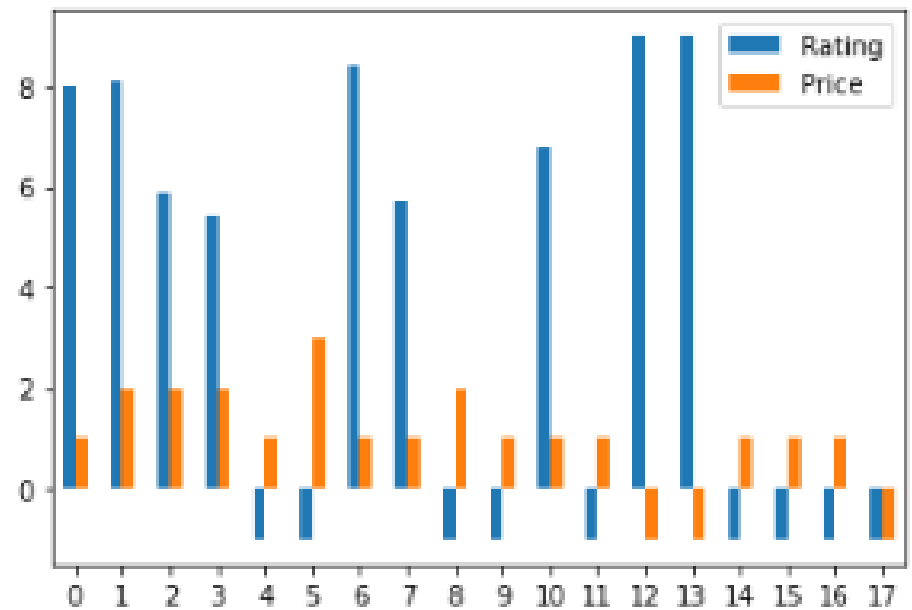
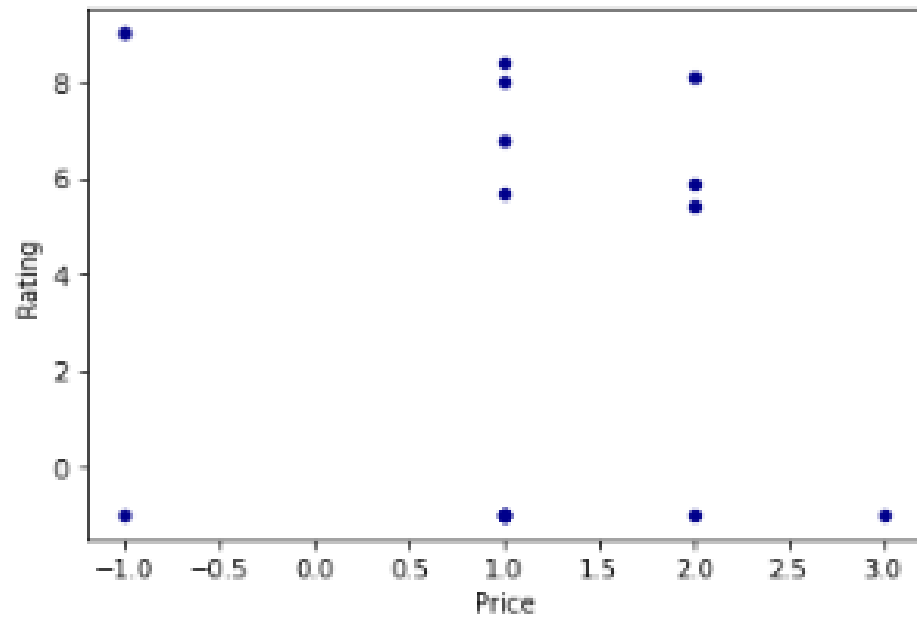
- Rating and price of each café will be retrieved and set into a data frame.
- Efforts to retrieve more details such as hours and tips have been tried, but due to the limitation on the number premium calls this is not workable at this stage.
- Value with “-1” indicates that no rating or no price information has been given to the café on Foursquare.
- The smaller number in price a café has, the lower price it offers.

Café details

3	The Dancing Crane Cafe	5.4	2
4	Wild Asia Cafe	-1.0	1
5	Picnic Cafe	-1.0	3
6	North Star Cafe	8.4	1
7	Terrace Cafe	5.7	1
8	Havanna Cafe	-1.0	2
9	Cafe Maggiolino	-1.0	1
10	Istanbul Cafe	6.8	1
11	Parisiennne Cafe	-1.0	1
12	Bronx Zoo	9.0	-1
13	Cafe Lasalle	9.0	-1
14	Laonda Cafe	1.0	1



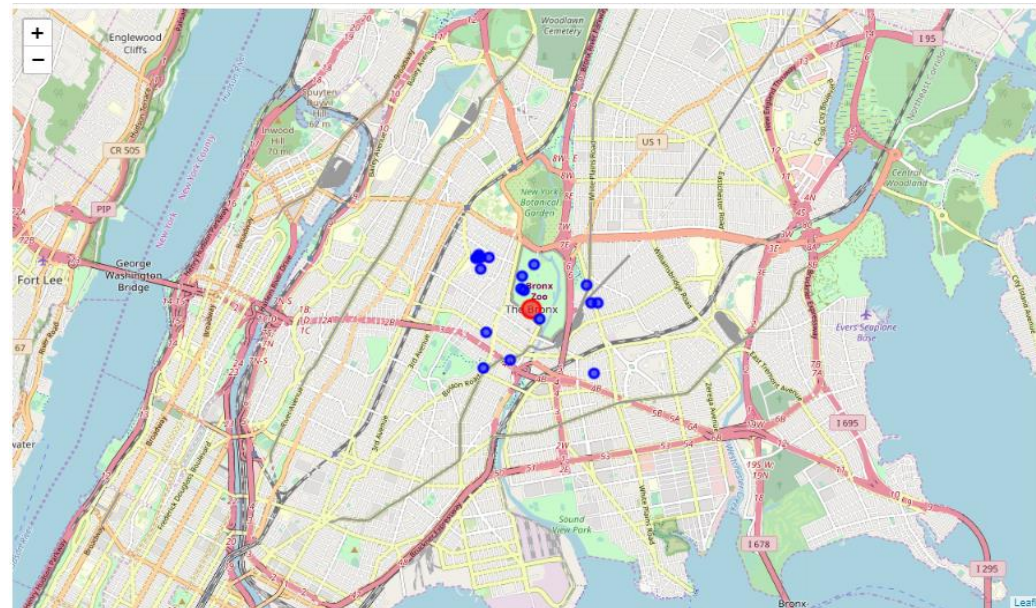
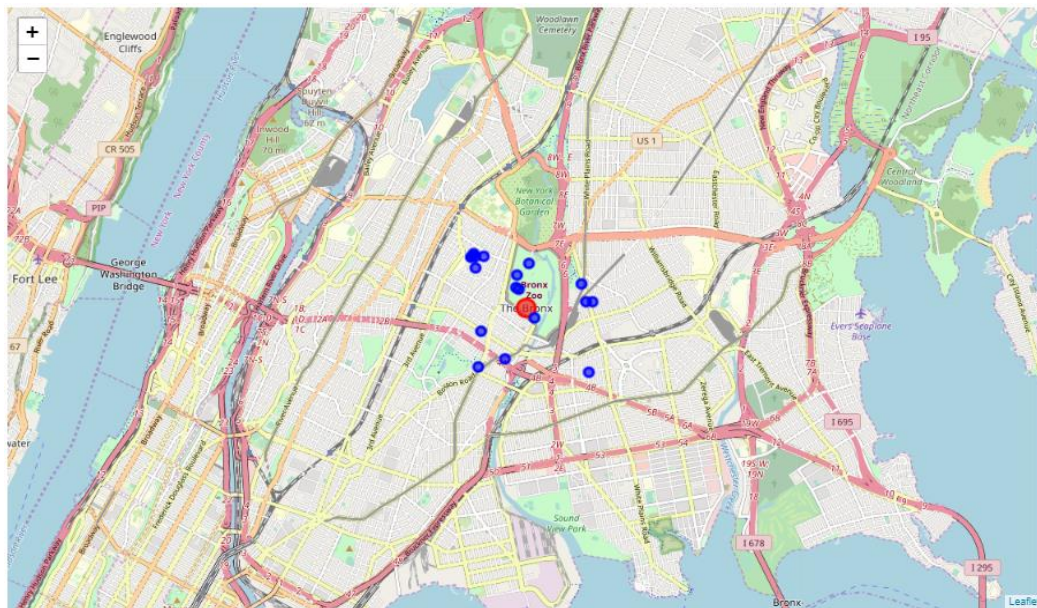
# Methodology and Analysis



# Analysis

- Majority of café in Bronx offer a fair price, which is in line with the expectation.
- Two café receive 9 points and both can be the strong candidates to be deemed as the best.
- Combining the data frame we can now names of both café, Bronx Zoo and Café Lasalle.
- The difficulty to figure out the result is that both strong candidates with 9 points rating do not offer price information

# Price Comparison



## Result

- We further compare the location of both café they are actually neighbour in Bronx zoo, which may also indicate that both will most likely to offer at similar price range for competitiveness.
- By the two-factor comparison, we can only conclude that Bronx Zoo and Café Lasalle both can be the best choice for a coffee in Bronx.

## Discussion

- We will need more information to finally get the only one as the best café in Bronx. By having these dataset, we can then do a more thorough comparison among the list which may give a different café name against the result of this report.
- If permitted, more details such as:
  - menu (to compare which café offer wider range of coffee and dishes)
  - tips (to compare how many good comments left for each café)
  - popular hour (to compare the traffic of each café in different period of time).