**Where to Open a Coffee Shop in Brisbane Australia**

# Introduction:

Opening a new coffee shop is a daunting task which can either be a huge success or an abysmal failure. There are numerous reasons why businesses fail in the restaurant industry including price, competition, quality, location, foot traffic to name a few.

The problem that will be examined as part of this report will be where to open a coffee shop in Brisbane, Australia.

# Data:

The data to be collected for this report will be the Foursquare location data on all suburbs of Brisbane. This data will be analysed and broken down into the top 10 most popular venues for each postcode. The data will be filtered by criteria to select suburbs that do not have existing coffee shops in their top 10 popular venues to exclude areas with established competitors, the final suburbs will be produced and submitted with recommendations for each area.