**Introduction / Business Problem**

A businessman wants to open a new coffee shop within London. There are already a lot of coffee shops so the businessman wants to analyse which areas are underrepresented and have the lowest proportion of coffee shops.

People in London mainly travel using the tube, so the businessman wants to analyse coffee shops based on their proximity to each tube and discover in which area the biggest opportunity lies.

**Data**

Geographical data about each of the tube stations in London and their latitude and longitude will be recorded. https://commons.wikimedia.org/wiki/London_Underground_geographic_maps/CSV

The Foursquare API will be used to analyse the proportion of coffee shops within a 1km radius of each tube station.