**Best Place to Open a new Coffeshop in Salvador**

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1. Introduction
   1. Background

Salvador is the fourth biggest city in Brazil, with 2.9 million people. It has several neighbors spread in about 692,818 km2.

Salvador is also a very popular tourist destination, due mainly to its history, culture and weather. Every year, especially during the Summer, over 1 million tourists come to spend some time in the city.

* 1. Problem

Despite its size and the amount of available coffee shops in the city, I feel we could have some more space to drink some coffee and taste some delicious snacks.

Currently, most of the coffee shops in the city are inside malls.

The goal for this work is to identify possible locations for a new coffee shop.

* 1. Interest

The audience would be businessmen interested in exploit new opportunities at the city.

1. Data

We will use Foursquare to identify both: the most common venues in the city as well as the existing coffee shops.This way we can confirm our suspicion that there are good venues lacking options for a coffee break.

This is the current distribution of coffee shops in the city, provided by Foursquare:

A close up of a map

Description automatically generated