Opening a new coffee shop

Picking a location

Properties:

- Human traffic density
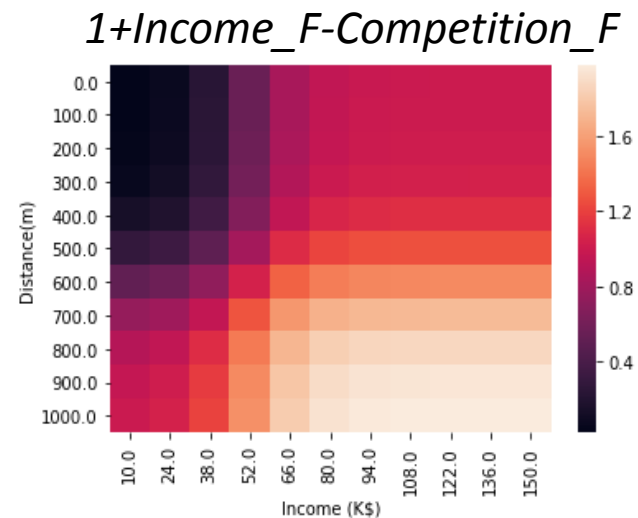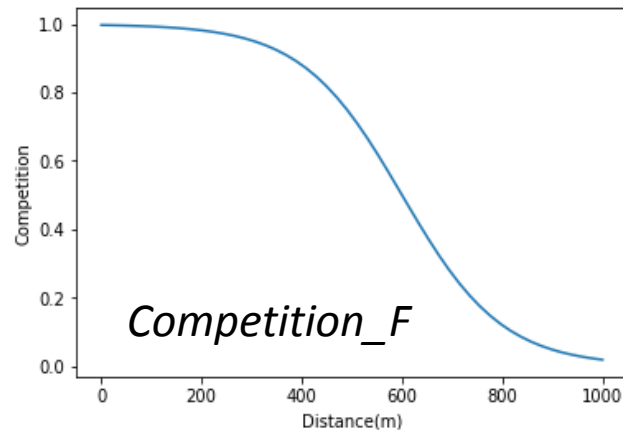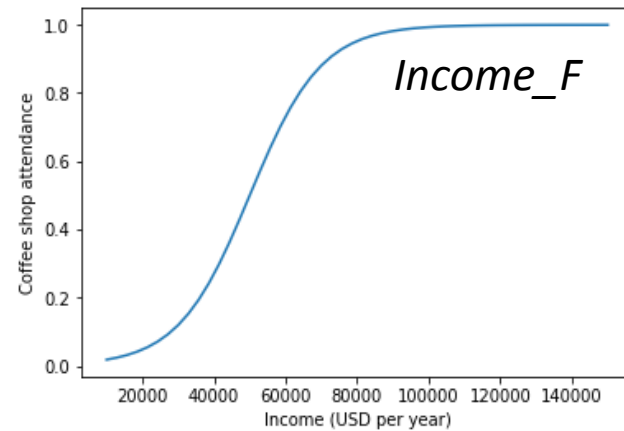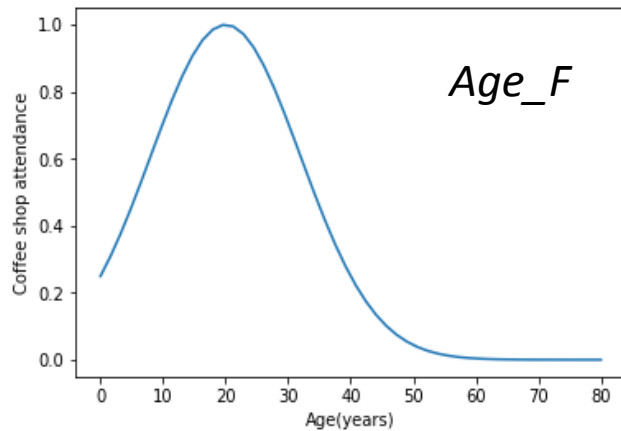- Demographics
- Income
- Competition

Predictors:

- Latitude/Longitude
- Median Age
- Median income
- Population density

Data Sources:

- FourSquare
- Zipatlas.com
- ZipWho.com
- Various maps

Optimization function

$$F=Density*Age\_F*(1+Income\_F-Competition\_F)$$

Results