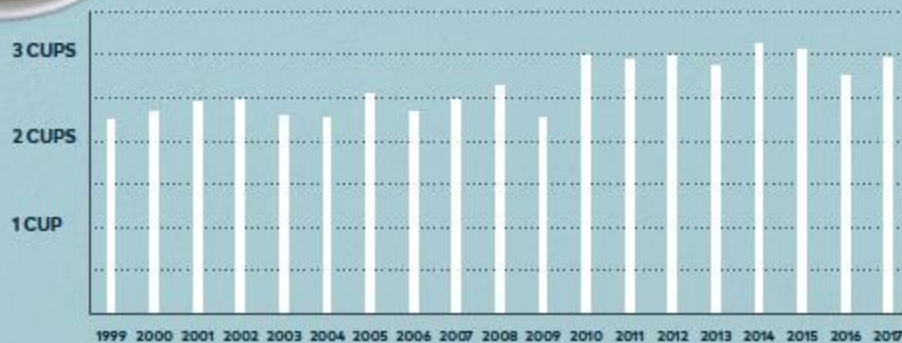


Why coffee?

Percentage of Adults in U.S.
Drinking Specialty Coffee (2001–2017)



Cups Per Day,
Per U.S. Drinker



Motivation:

Coffee consumption has been steadily growing in recent years

Austin is one of the fastest growing cities

Large Yuppie and students population

Mission:

Be the creative and innovative leader
in the coffee market of developing areas

Target market:

Residents of urban areas

Students

Picking a location

Properties:

- Human traffic density
- Demographics
- Income
- Competition
- Rent

Predictors:

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

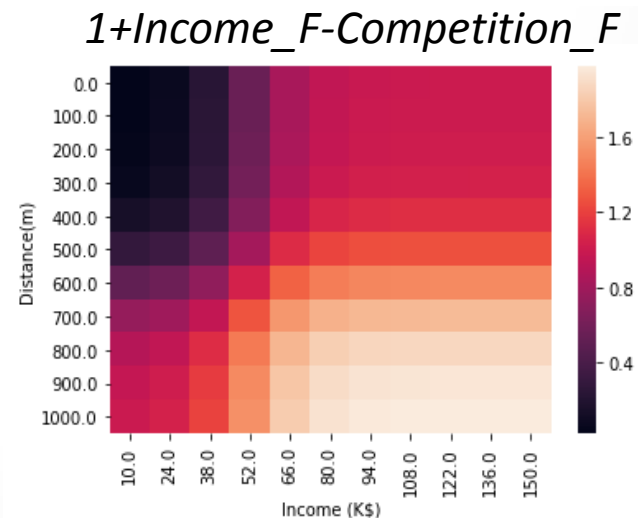
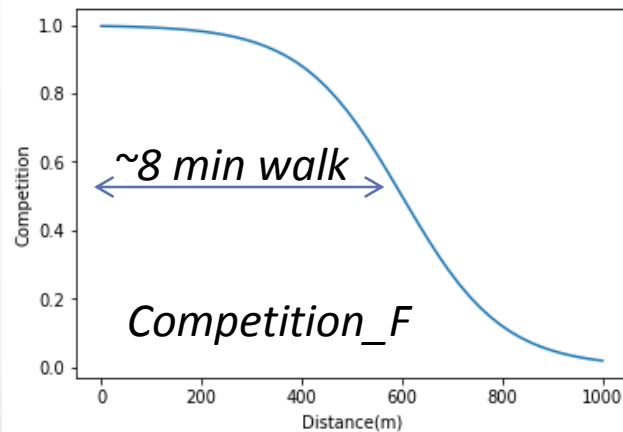
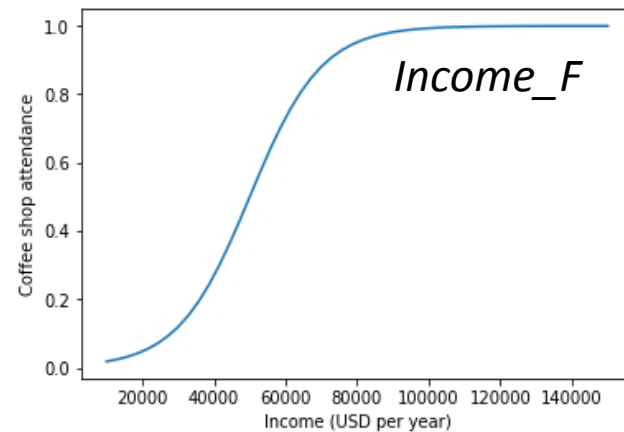
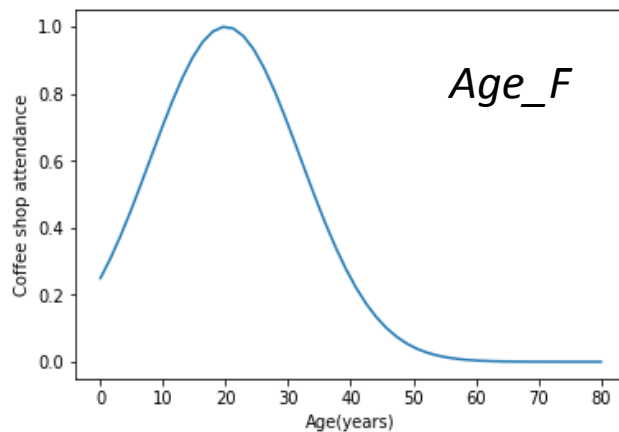
Data Sources

Source	Data type
FourSquare.com	Geolocations of competing venues
Zipatlas.com	Population density
Zipwho.com	Median income, age demographics
Zillow.com	Median rent
Reis.com	Commercial real estate data
Safegraph.com	Real time population traffic

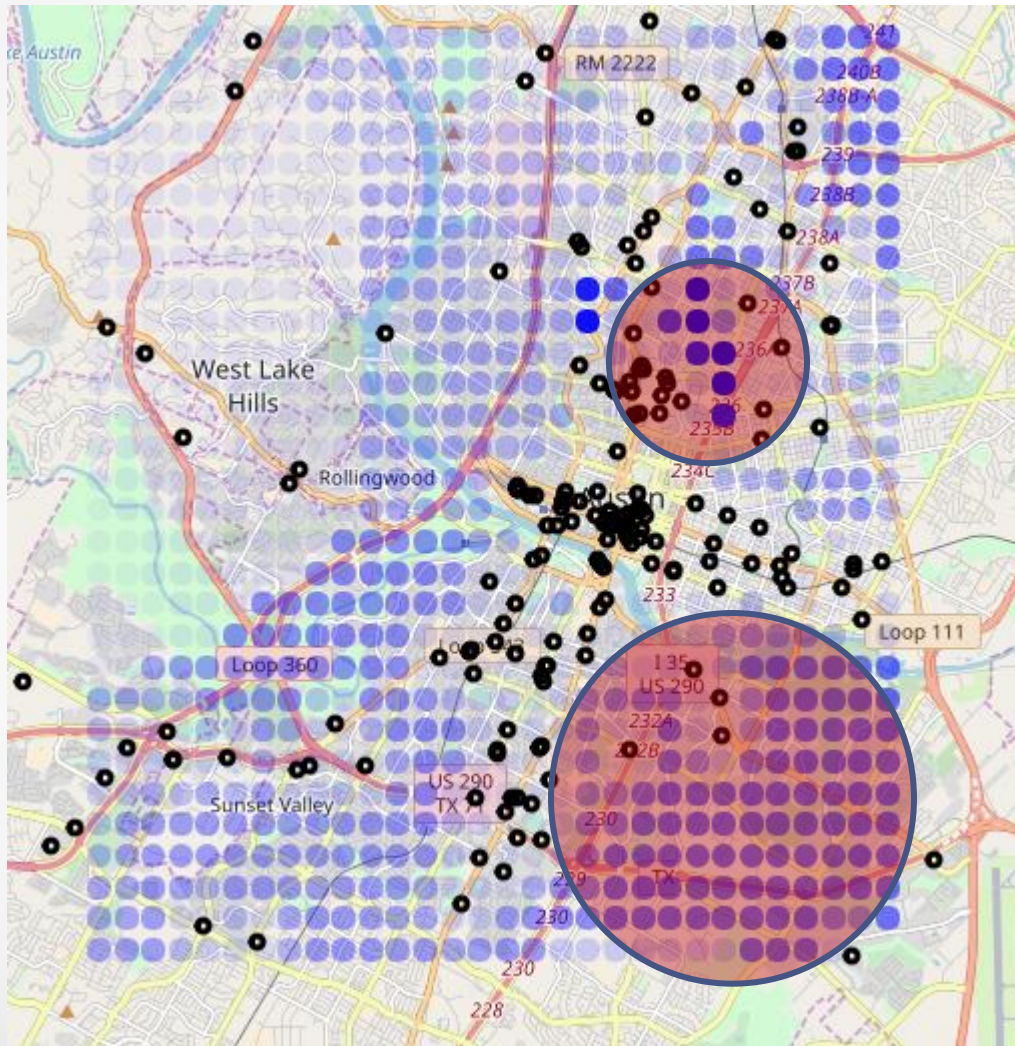
Optimization

$$f = DA(1 + I - C)R - L$$

$$F = \text{Density} * \text{Age}_F * (1 + \text{Income}_F - \text{Competition}_F) * \text{Revenue} - \text{Rent}$$



Results



Hot locations:

- Windsor Park
- University Hills
- Montopolis
- South-East Austin
- East Riverside