**Coffee Shop**

**Town Selection**

Coffee keeps the world running especially early in the morning. Living in New Jersey often means early mornings with long commutes. We're aiming to provide commuters with easy access to early morning caffeine. To ensure the success of our new venture, we want to find the best town in NJ with a large amount of commuter traffic but lacks a crucial early morning coffee provider.

**Data**

We'll use the NJ Transit data to see which cities in Bergen County along the transit lines have the most growth potential. We'll look at the current population and employment statistics as well as the projections put out by NJ Transit to assess which areas already have high levels of traffic, but also expect to see large amount of growth. Then we will look at the Foursquare data to see what kind of locations exist around these areas. Based on this, we will decide on a town for our flagship location. All data from NJTPA can be found here: https://www.njtpa.org/data-maps/data-maps

**Methodology**

Plotting the shapes provide by NJ Transit to see areas of coverage and see a visual distribution of popluation and employment in 2015 and the long term growth estimates. Beyond this we breakout Bergen County specifically to get a more detailed look on where the growth lies.

### Clustering

After looking at the data, we've decided to cluster the municipalities. We hope clustering will help give us some insight to which Municipalities in Bergen County are similar.

Once we have insight into the population and employment, we selected two potential municipalities, Hackensack or Ridgefield Park and used Foursquare data to explore the existing businesses surrounding the stations.

**Results**

Looking at the Clusters we see the Eastern side of the state is somehow distinct from the West. Looking at Bergen County Specifically, we see of a pattern in the clusters. We do see, however, that only a few areas are part of cluster one and there are no cluster 2s in the region. The areas in cluster one seem distinctive due to their employment size as cluster 3 has municipalities with similar populations.

In terms of absolute size, Hackensack is clearly the largest municipality for both population and employment, but is not in the top 5 for projected growth. Ridgefield Park is about half the size of Hackensack, but is projected to see large amounts of growth in both population and employment.

Looking at surrounding competition we see that in Ridgefield Park a number of competitors already exist categorized as Bagel Shops & Donut Shops, etc, but in Hackensack the businesses are mainly lunch/dinner options with no breakfast places.

## Discussion

After assessing all of the factors, Hackensack represents the best business opportunity. This is because it is distinctive both in population and employment size. Additionally, it does not currently have any Deli/Bodega, Bakery, Bagel Shop, or Donut Shop in the vicinity of the train station, meaning this market is open for new businesses.

## Conclusion

We look forward to opening our flagship coffee shop in Hackensack, New Jersey as there seems to be a gap in the service for morning commuters and Hackensack has large population and employment and is still expected to grow over the coming years.