Description of the problem:

This analysis is intended to aid an entrepreneur seeking to start a new café in the greater Seattle area. The question we are trying to answer is which zip code this person should choose for the location of their café. Importantly, Seattle is already known for being home to many great coffee shops. Therefore, we want to identify which zip codes can likely support another coffee shop profitably as evidenced by the density of coffeeshops in otherwise similar zip codes.

Description of the data:

To solve this problem, we will need three pieces of information: data on venues in the Seattle area, data on the number of people in each zip code, and data on the longitude and latitude of each zip code. The venue data will come from querying Foursquare, the population data will come from <https://www.zipdatamaps.com/zipcodes-seattle-wa>, and the location data will come from <https://gist.githubusercontent.com/erichurst/7882666/raw/5bdc46db47d9515269ab12ed6fb2850377fd869e/US%2520Zip%2520Codes%2520from%25202013%2520Government%2520Data>.