



Coffee Shops in Ukraine

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Coffee Shops in Ukraine

- Identify Problem
- Analysis Plan
- Discover Data
- Introduce Findings
- Recommendations



Objectives

Our company is looking for the opportunities to expand the business into Ukraine. Due to a marketing purpose

we would like to identify the key aspects of coffee shops in Ukraine in order to build up the next marketing plans.



Considerations

1. Ukraine is a growing coffee market
2. Coffee Shop Inc needs to expand and enter in a new market is risky
3. Need to understand Ukraine Coffee Market before spend any dollar

- <https://europeancoffeetrip.com/ukrainian-coffee-culture/>
- <https://www.europages.co.uk/companies/Ukraine/coffee%20and%20tea.html>



Questions

1. What kinds of services do these coffee shops provide in Ukraine?
2. In the cluster with higher ratings and reviews, what services do the coffee places provide?
3. Where are the coffee shops located?



Data: Google Business Coffee Shops in Ukraine

	Region	Place name	Place type	Rating	Reviews	Price	Delivery option	Dine in option	Takeout option
175	Kharkiv	Coffeelaktika	Coffee shop	4.8	261.0	\$\$	False	True	True
81	Odessa	Traveler's Coffee	Coffee shop	4.6	2700.0	\$\$	True	True	True
45	Kherson	coffee House	Coffee shop	4.7	279.0	\$\$	False	True	True
9	Mariupol	LENb. Coffee & desserts.	Coffee shop	4.8	125.0	\$\$	True	True	True
114	Lviv	Svit Kavy (Rynok Sq.)	Coffee shop	4.6	1284.0	\$\$	False	True	True

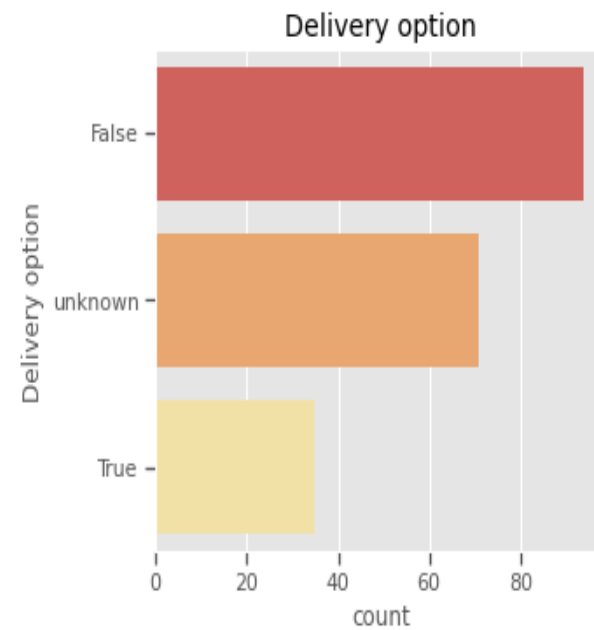
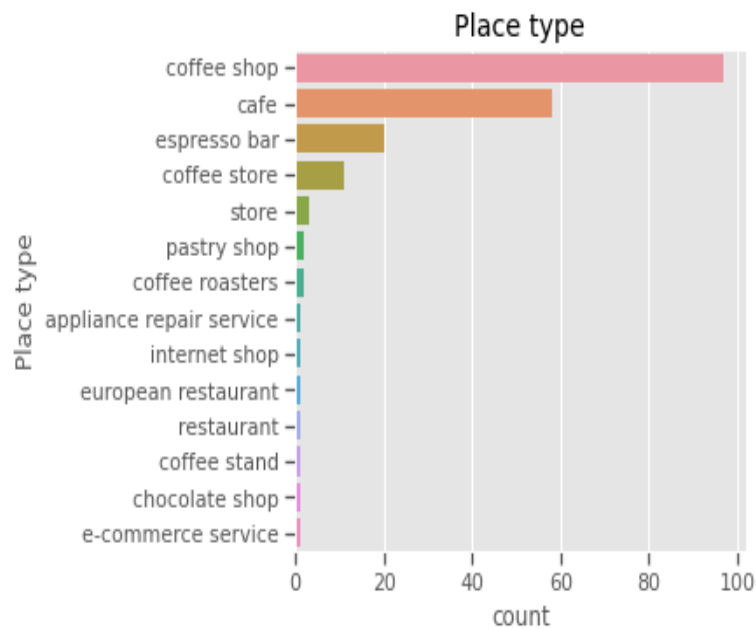


It seems there are some of franchise coffee shops are in the same regions. However, it is acceptable since they are different shops providing different services.

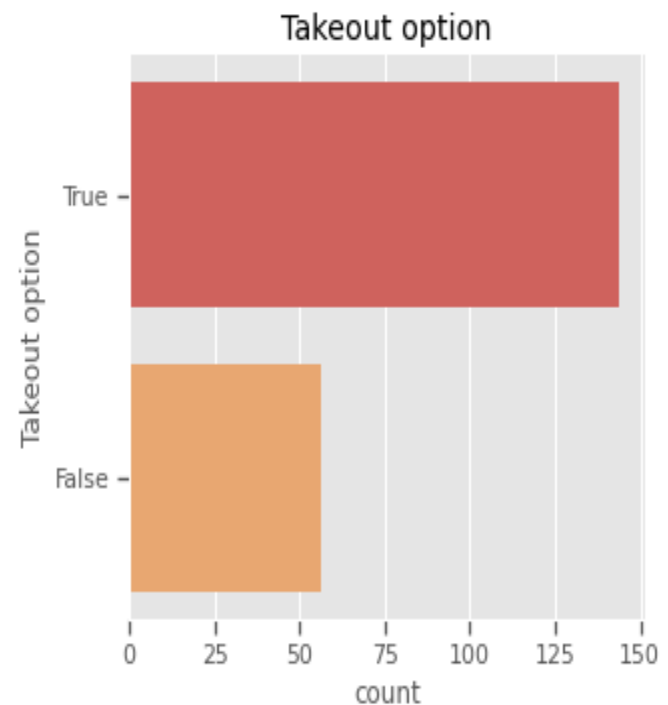
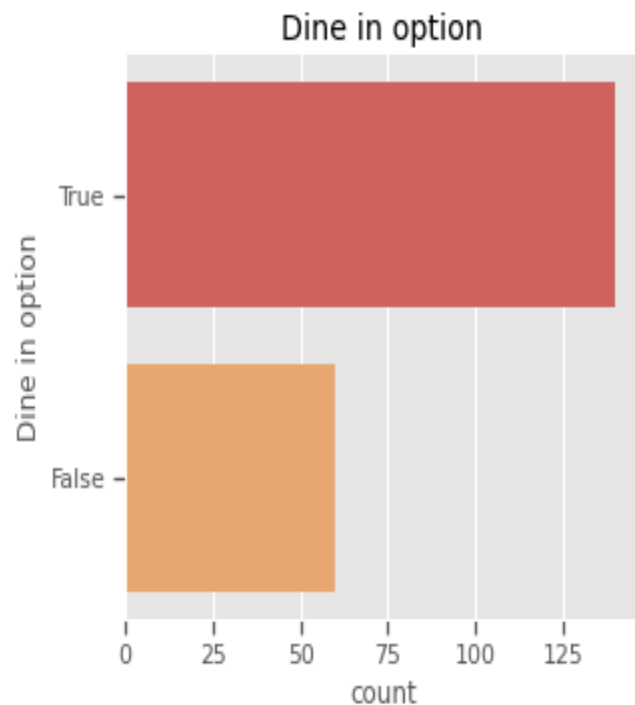
Kharkiv	Sweeter	Coffee shop	4.6	642	False	True	True
Kharkiv	coffee House	Cafe	4.6	96	False	False	False
Kharkiv	Dim Kavy	Espresso bar	4.7	185	unknown	False	False
Kharkiv	Dim Kavy	Coffee store	4.7	222	unknown	True	True
Kharkiv	Sweeter	Coffee shop	4.6	289	False	True	True
Dnipro	Dim Kavy	Store	4.9	39	unknown	False	False

Regarding the plots below, most places are coffee shops. Most of them do not have a delivery

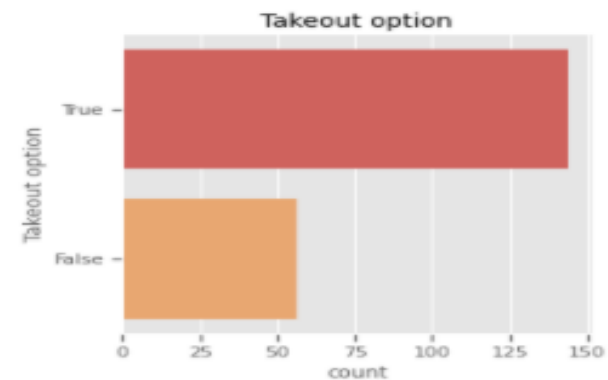
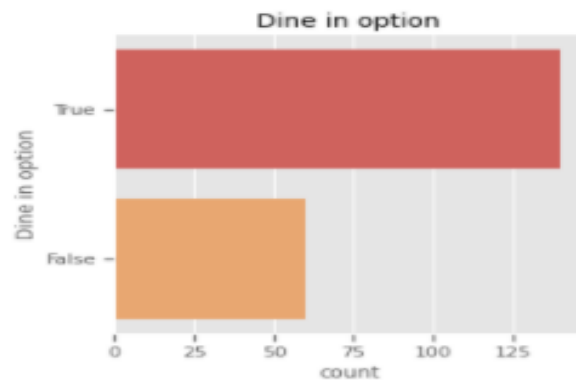
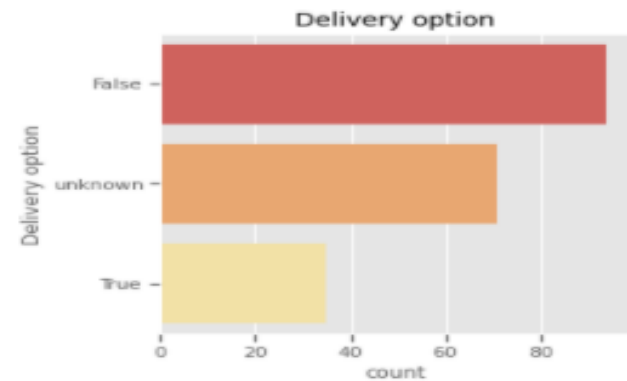
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plt.show()
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Most of them have dine-in and take-out options.

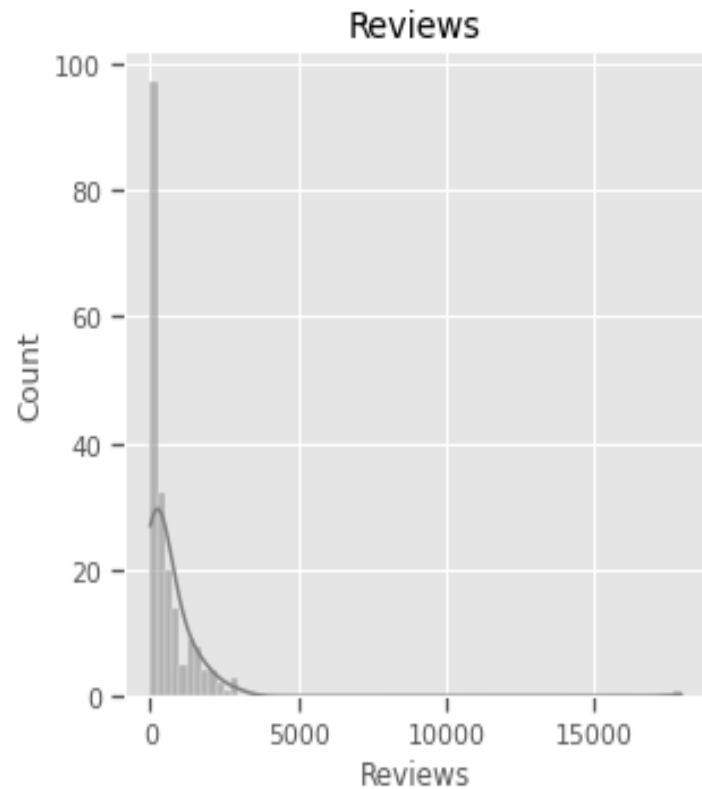
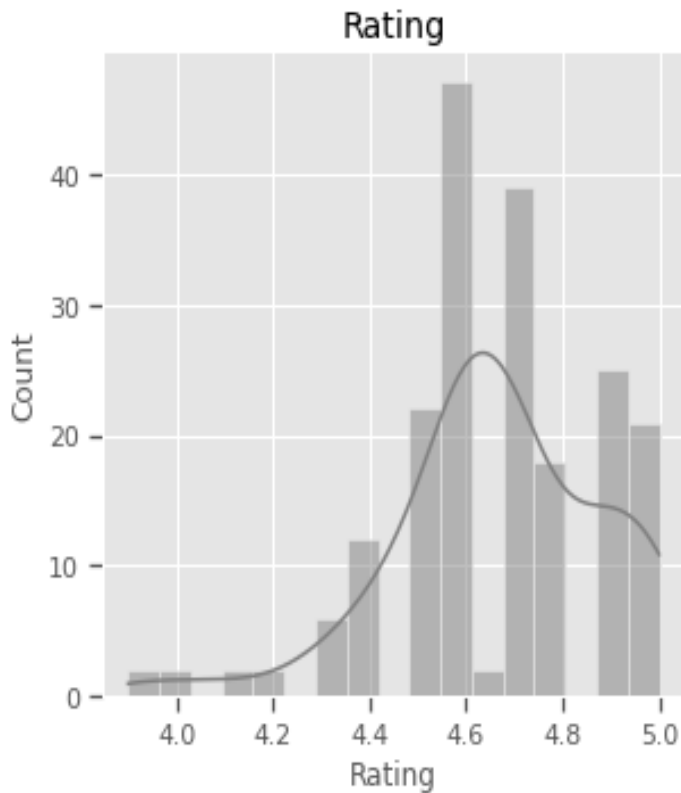


General look





Most shops have around 4.5 rating scores. As for the reviews, it is highly skewed. It seems there are some places are highly reviewed

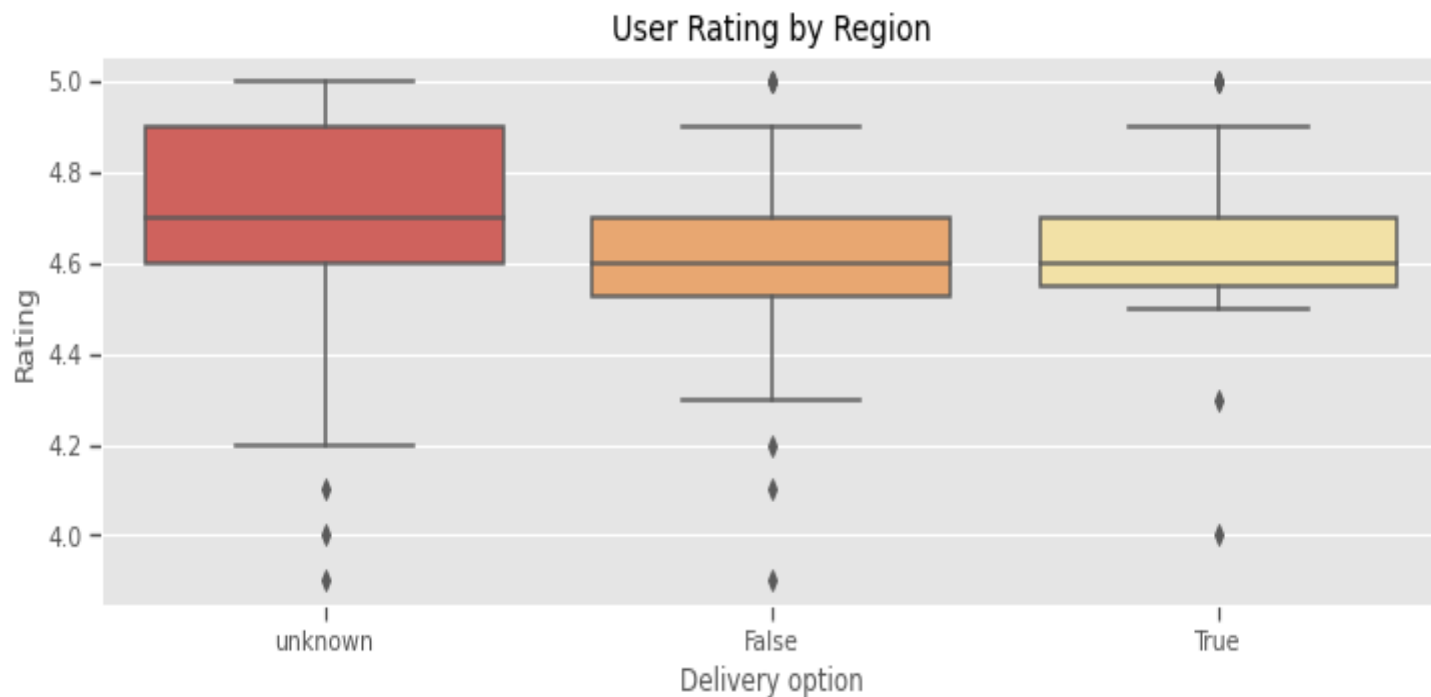




It looks the place is a coffee manufacturer who would not be a huge concern if this analysis drops this shop. Although we might want to review this shop in the future, we can still evaluate it individually. It would be better to drop it for further analysis. Otherwise, it would cause issues when clustering.

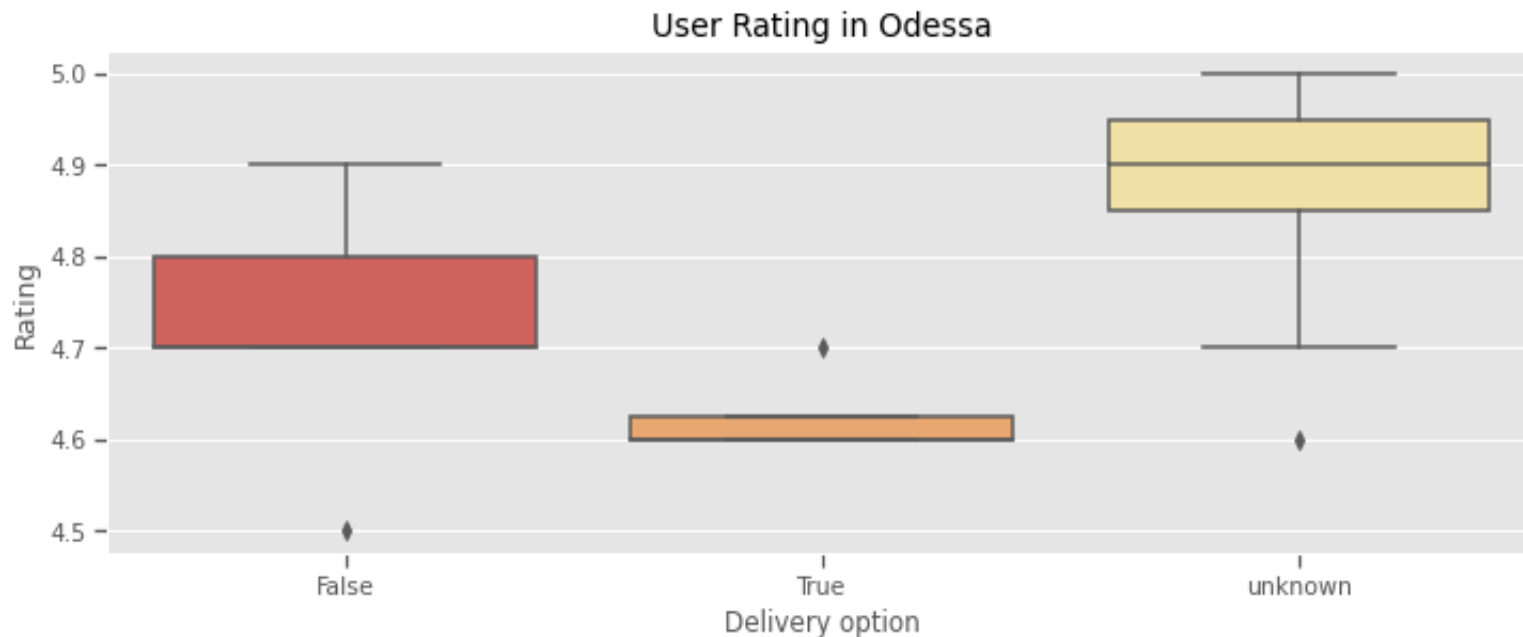
	Region	Place name	Place type	Rating	Reviews	Delivery option	Dine in option	Takeout option
100	Lviv	Iviv coffee manufacture	coffee shop	4.7	17937	True	True	True

A general look it seems that delivery option does not matter

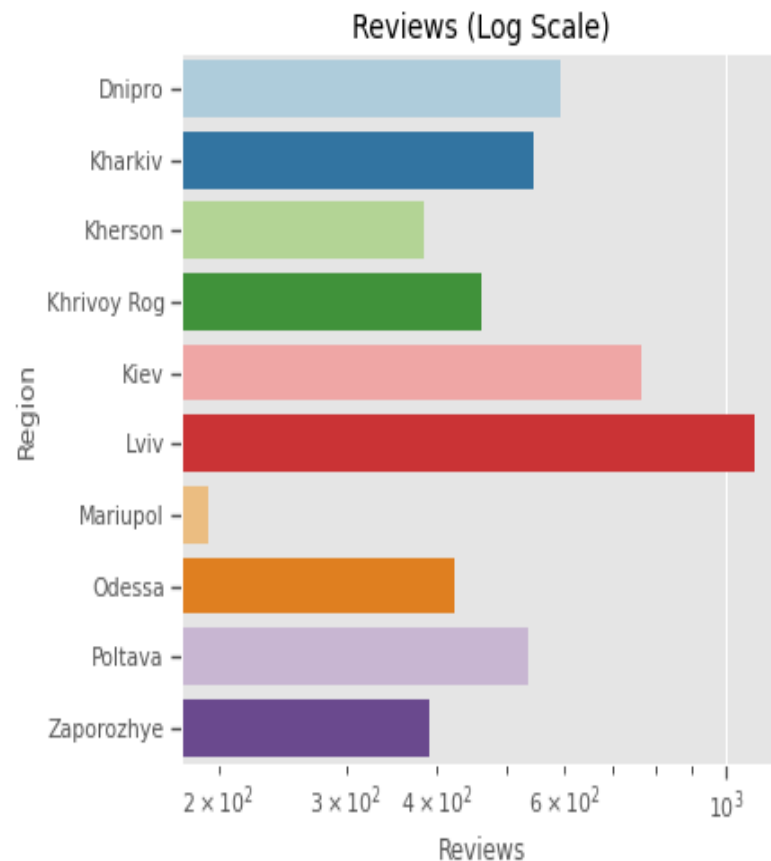
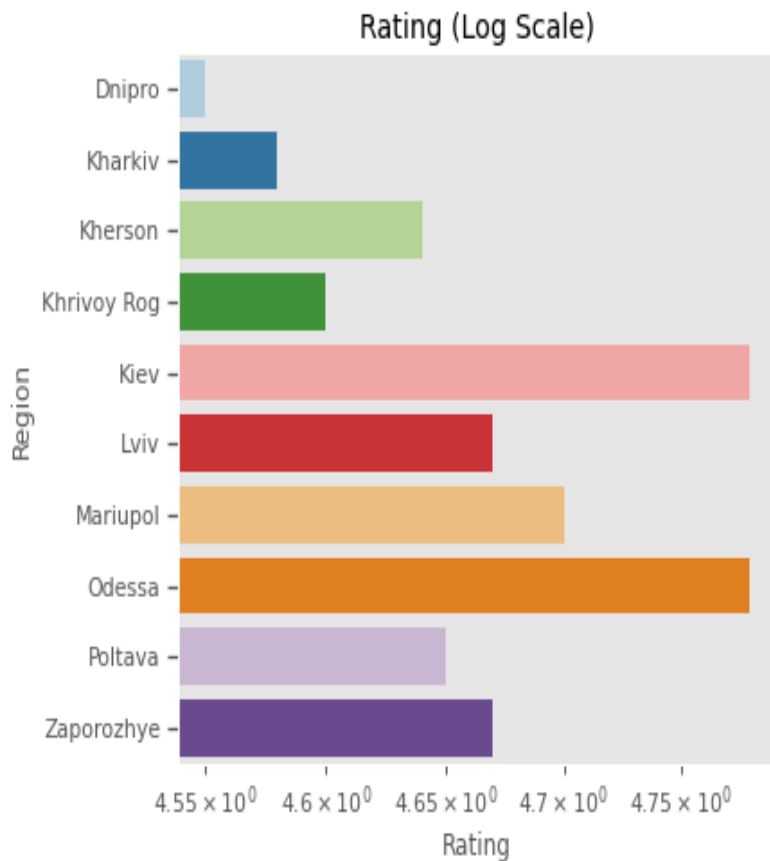


Closer look in Odessa

With delivery rate businesses get lower user ratings. This can be an business opportunity



Most ratings does not support high review except in Keiv

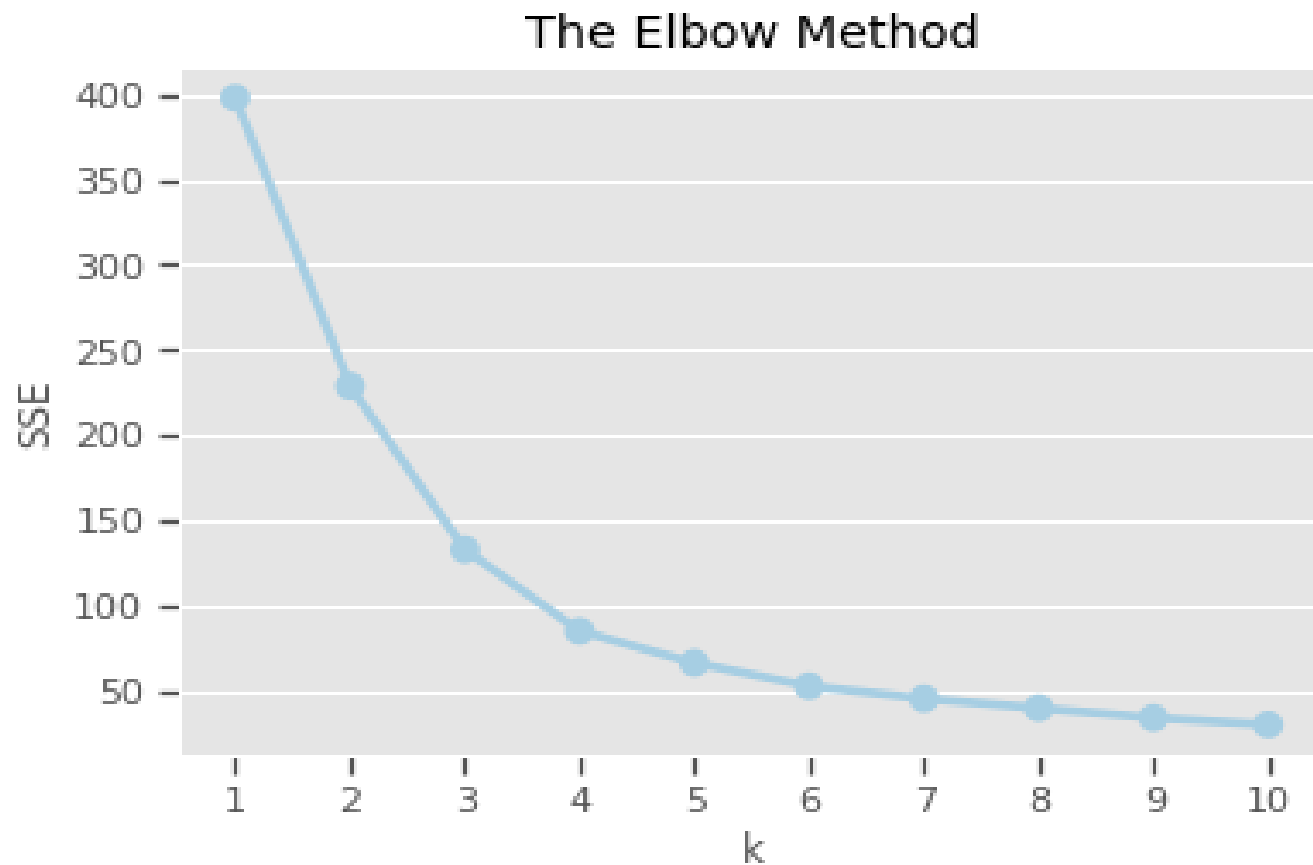




Findings

1. Rating varies in regions
2. Delivery option is associated with changes in Ratings
3. Most Coffee Shops does not have delivery service
4. We can look for low rating places/regions without delivery service and offer this differential to our coffee customers
5. We need to understand key aspects of ratings and quality

Find best number of market segment

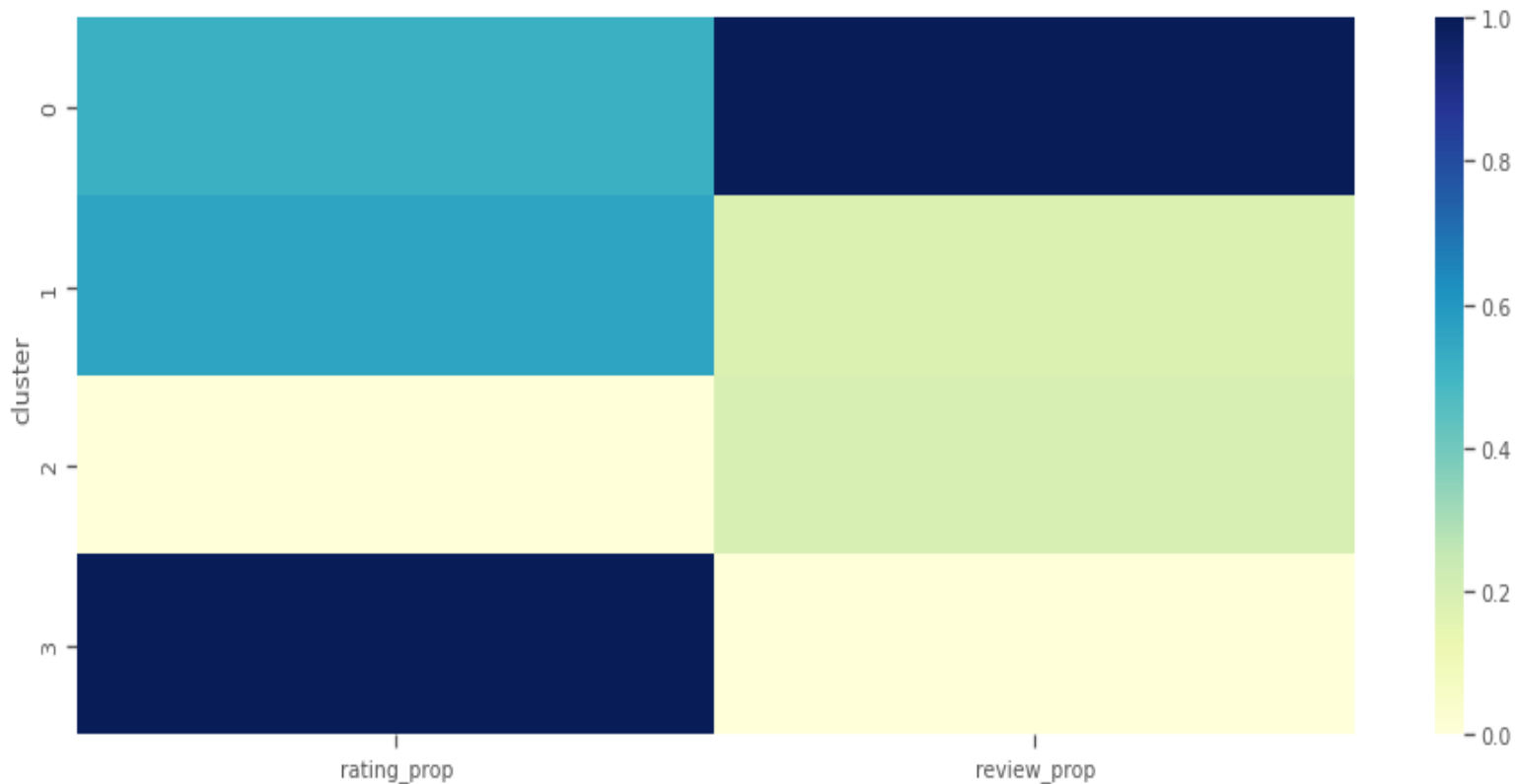


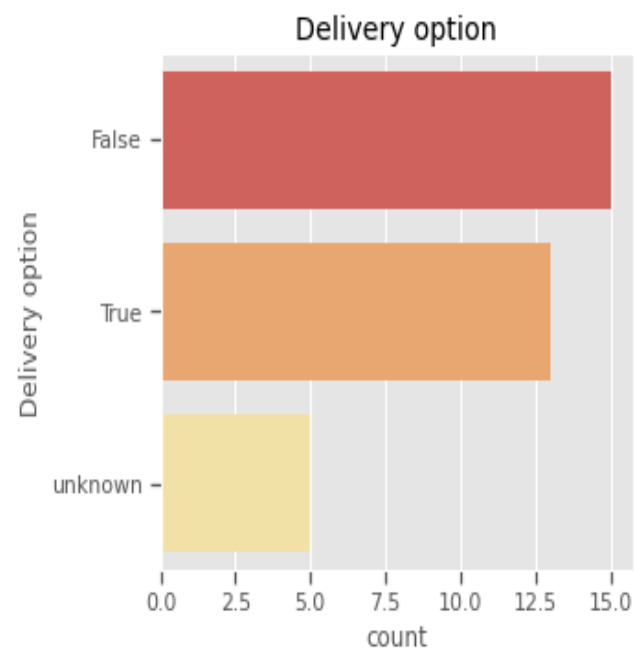
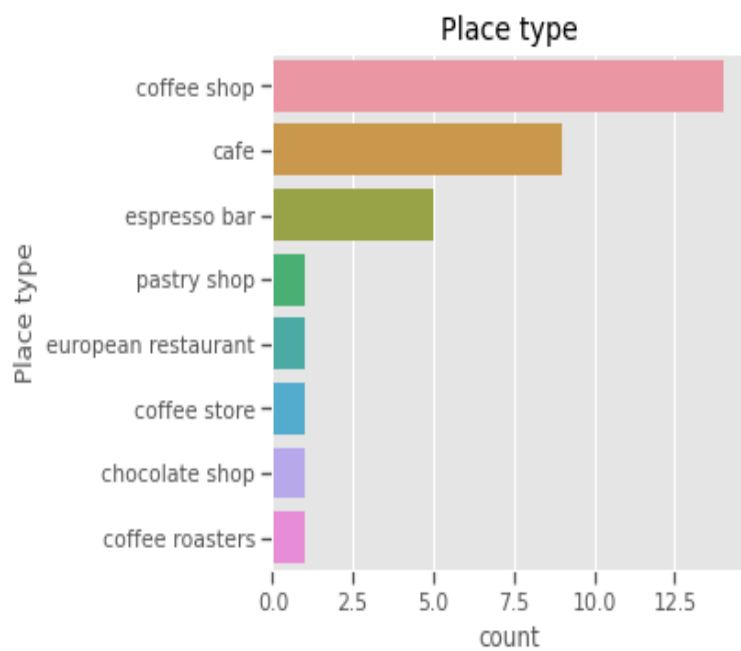


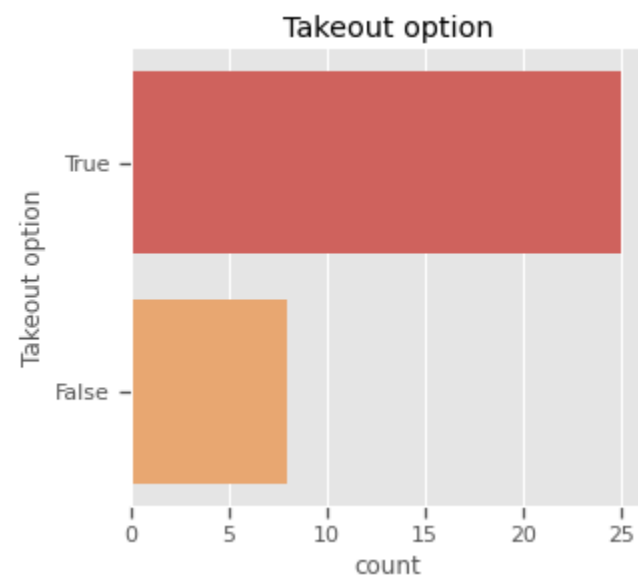
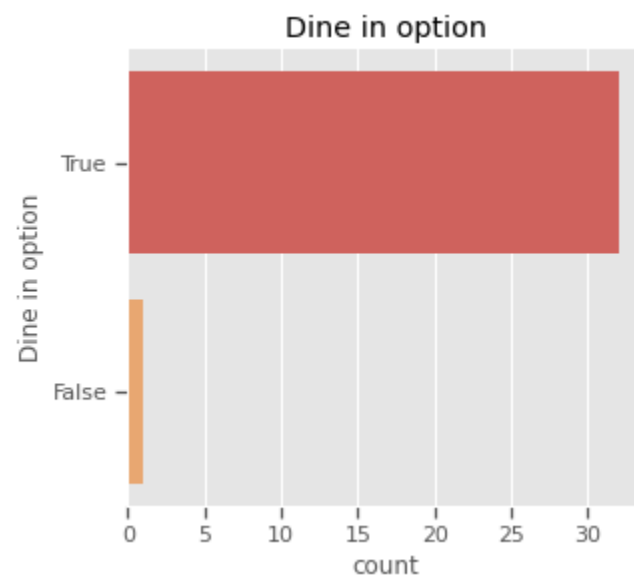
Four market segment

	Region	Place name	Place type	Rating	Reviews	Delivery option	Dine in option	Takeout option	cluster
7	Mariupol	кофейня rit rit	coffee shop	4.6	292	False	False	True	1
45	Kherson	coffee house	coffee shop	4.7	279	False	True	True	1
131	Khrivoy Rog	coffee break	espresso bar	4.8	49	False	False	True	3
196	Dnipro	dream cafe	cafe	4.3	646	False	True	True	2
102	Lviv	na bambetli	coffee shop	4.7	2089	False	True	True	0

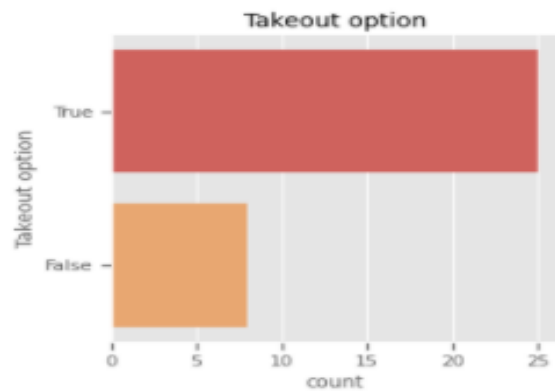
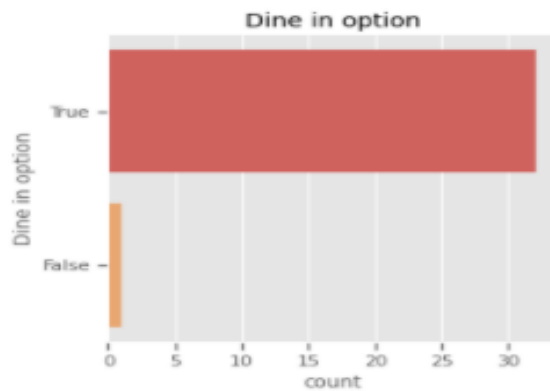
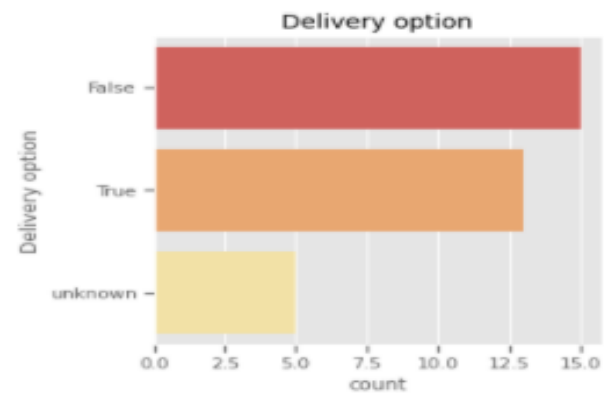
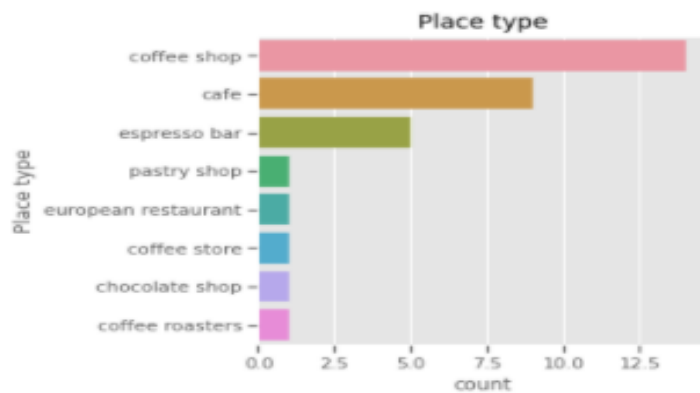
Shops in cluster 0 have a medium ratings higher reviews. It tells the shops in this cluster have a better performance. so this analysis takes cluster 0 as an example to explore the traits of the shops.



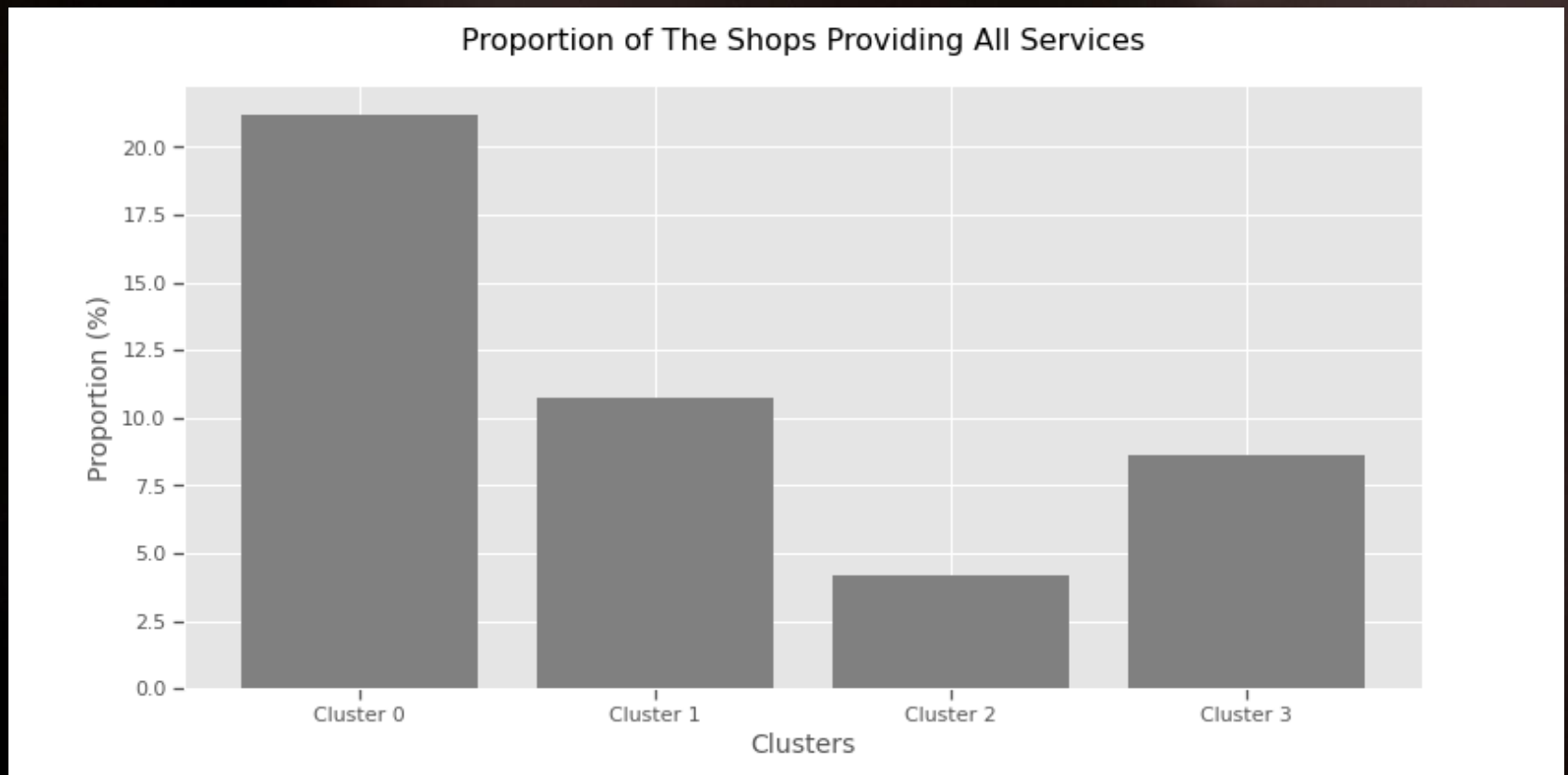




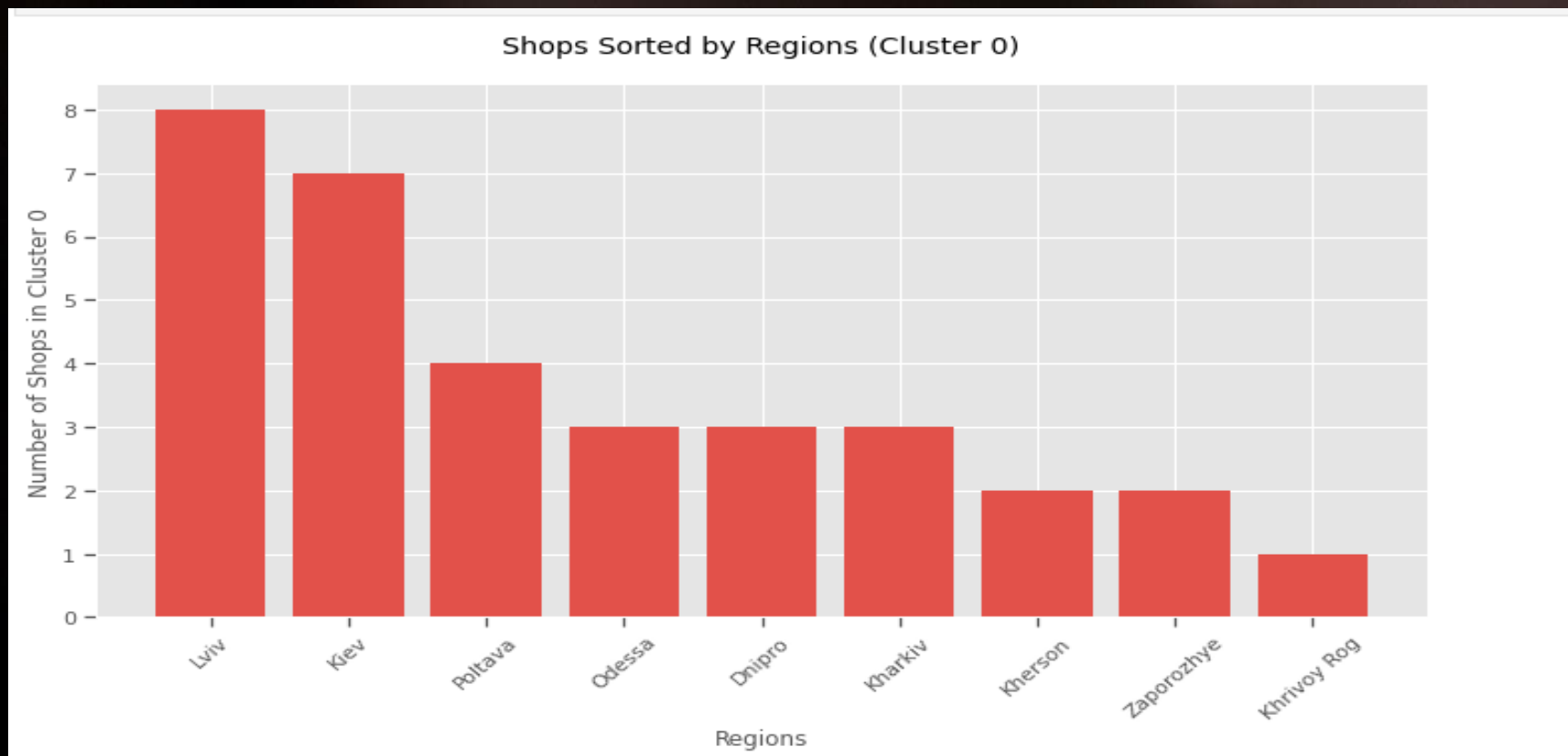
General look



Take a look at the proportions of the shops providing all services in different clusters. It is obvious that a higher percentage, 21.2%



Take a look at the locations of the shops in cluster 0. Lviv and Kiev are the regions where these coffee shops are.





Conclusion

- 21.2% of shops provides all services, delivery, dine-in, and takeout options, in Cluster 0
- Shops in Lviv and Kiev are the majority in Cluster 0.



Recommendations

- Since there are many missing values in this dataset, retrieve the values would get a more accurate analysis.
- Take a closer look for all clusters
- Explore the characters of other clusters for further analysis since this analysis only focuses on cluster 0.
- Compare with other markets