

Francisco Schiappacasse  
Coursera Capstone  
14 May 2019

## Where to locate a cafe in London?



# Introduction

## Background

London is a big city where you can find many different coffee shops and ethnic restaurants. If I would like to start my own cafe place, where should I located in the city? There is the limitation that I do not know every borough in the city in detail and it could be possible that I could be missing the best spot.

## Problem

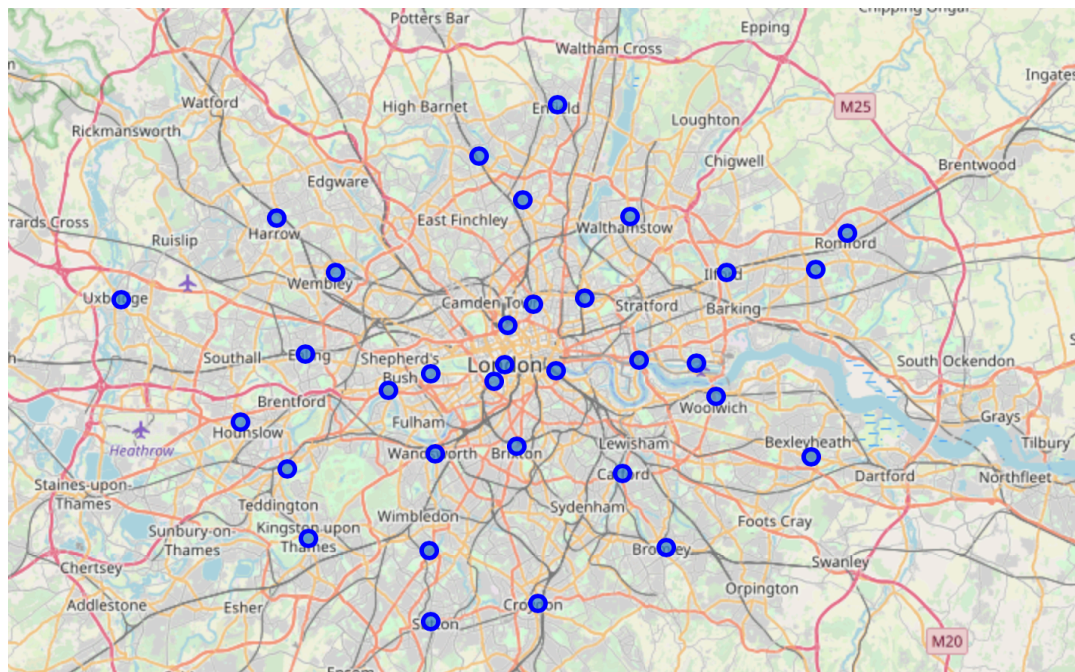
The problem to solve is, where is the best location to place my cafe?

## Data

To solve this problem, I would need to know the detail of the boroughs in London and the information of the cafes in each one of them. To address the first, I will get the information from wikipedia. To get the second information, I will use Foursquare.

## Data Cleaning

To scrape the information from wikipedia I will use the beautiful soup library in python. If you can see the table with the Boroughs, it has the location of each one of them. However, the longitude data comes referencing west and east. London is divided by the Greenwich Meridian, so some of the Borough will be west and others east. To use the map features later, we will need to define all the west longitudes as negative numbers.



Regarding the venues, getting the search feature from Foursquare in London will return many categories of venues. Many of them such as parks, restaurants, gyms, etc.. are not necessary to solve the cafe problem. This means the data has to be filtered to extract the venues that are labeled as cafes and coffee shops only.

	Borough	Borough Latitude	Borough Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
7	Barnet	51.625200	-0.151700	The Atrium	51.624726	-0.151933	Café
10	Barnet	51.625200	-0.151700	Oakleigh Cafe	51.623412	-0.154899	Café
70	Brent	51.558800	-0.281700	Moulin Cafe	51.561989	-0.281166	Café
137	Bromley	51.403900	0.019800	Patisserie Valerie	51.405164	0.016470	Café
155	Camden	51.529000	-0.125500	Half Cup	51.527838	-0.124951	Café
184	Camden	51.529000	-0.125500	Fork - Deli Patisserie	51.525848	-0.125651	Café
188	Camden	51.529000	-0.125500	Bloomsbury Coffee House	51.525282	-0.126495	Café
189	Camden	51.529000	-0.125500	Drink, Shop & Do	51.531397	-0.121203	Café
240	Camden	51.529000	-0.125500	Upper Fleet	51.526349	-0.129639	Café

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## Methodology

Each venue belongs to a borough and also has a rating associated. The ratings for each venue can be found by using the Foursquare explore function. Once the ratings are added to the table, it could be done some basic descriptive analysis.

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In [77]: ndf.describe()
```

```
Out[77]:
```

	Ratings	Number
<b>count</b>	31.000000	31.000000
<b>mean</b>	6.999675	5.193548
<b>std</b>	0.724255	3.867983
<b>min</b>	5.800000	1.000000
<b>25%</b>	6.400000	2.000000
<b>50%</b>	6.957143	4.000000
<b>75%</b>	7.683333	7.000000
<b>max</b>	8.200000	16.000000

There are 175 venues under the category of Cafe or Coffee Shop. Unfortunately, not every venue has been rated.

	Borough	Borough Latitude	Borough Longitude	Venue id	Venue	Venue Latitude	Venue Longitude	Venue Category	Ratings
7	Barnet	51.625200	-0.151700	4f673629e4b0777dfed6cc27	The Atrium	51.624726	-0.151933	Café	
10	Barnet	51.625200	-0.151700	501b7763e4b01e9e716e76eb	Oakleigh Cafe	51.623412	-0.154899	Café	
70	Brent	51.558800	-0.281700	4c59440d67ac0f47f6bb034c	Moulin Cafe	51.561989	-0.281166	Café	6.9
138	Bromley	51.403900	0.019800	4bf54e1c98ac0f47f6bed64a8	Patisserie Valerie	51.405164	0.016470	Café	6.6
157	Camden	51.529000	-0.125500	53ff1d66498e3c1d0cb4712d	Half Cup	51.527838	-0.124951	Café	8.3
185	Camden	51.529000	-0.125500	4f21982be4b0644fb3b6b71d	Fork - Deli Patisserie	51.525848	-0.125651	Café	8.1
189	Camden	51.529000	-0.125500	4e95b2e2b8f73812d09ba1f0	Bloomsbury Coffee House	51.525282	-0.126495	Café	8.6
190	Camden	51.529000	-0.125500	4c6bd6ac7c052d7fce542acf	Drink, Shop & Do	51.531397	-0.121203	Café	8.4
241	Camden	51.529000	-0.125500	53cf6b0d498e311033293fdb	Upper Fleet	51.526349	-0.129639	Café	6.5

253	Croydon	51.371400	-0.097700	4c7f6847171 b224bc8b010 b1	Scrumppchino's	51.373847	-0.098599	Café	7.8
301	Ealing	51.513000	-0.308900	55d9ca62498 e39970a9d39 e9	Bee Hive	51.510435	-0.305417	Café	8.7
351	Ealing	51.513000	-0.308900	53b3eed8498 e8fbe3789a2 8b	Patisserie Valerie	51.513474	-0.301956	Café	6.4
392	Enfield	51.653800	-0.079900	4cc15e35568 4a35d8124b8 0d	Muffin Break	51.651797	-0.082024	Café	5.8
414	Enfield	51.653800	-0.079900	55291c29498 effc390689fd 2	The Library Cafe	51.651918	-0.086379	Café	
424	Greenwich	51.489200	0.064800	51433168e4b 0bab061ceef ec	The Coffee Lounge	51.490105	0.067918	Café	6.7
475	Hackney	51.545000	-0.055300	4b755c88f96 4a52039082e e3	Mess Cafe	51.548035	-0.056920	Café	8.3
487	Hackney	51.545000	-0.055300	571dff51498e 61b002e7fe5 4	Palm Vaults	51.549245	-0.055021	Café	8.1
490	Hackney	51.545000	-0.055300	5670354b498 e939d4cbdcf 0c	Footnote	51.545576	-0.061966	Café	7.7
527	Hammersmith and Fulham	51.492700	-0.233900	51ea70d3498 e281dfa18a9 02	Drink Me Eat Me	51.493555	-0.239827	Café	7.9
529	Hammersmith and Fulham	51.492700	-0.233900	4bdfdf73ffde c9289657eda 1	Café Cino	51.493258	-0.236886	Café	7.2
547	Hammersmith and Fulham	51.492700	-0.233900	5597dd51498 e02153dad0f 58	Patisserie Valerie	51.492847	-0.226984	Café	7.2
569	Hammersmith and Fulham	51.492700	-0.233900	4dc3d246c65 b89d3ca43df 2f	Rafaello	51.493396	-0.237995	Café	5.8
575	Hammersmith and Fulham	51.492700	-0.233900	4efef6bde5faf 2869aef771e 4fbfb6c5e4b0	Cafe Maja	51.493420	-0.237778	Café	
590	Haringey	51.600000	-0.111900	bb0731cab71 f	Coffee Break	51.596914	-0.111979	Café	6.1
610	Havering	51.581200	0.183700	4d21d2982eb 1f04dbb34fb c1	Teapot Cafe	51.579782	0.182306	Café	6.7
632	Havering	51.581200	0.183700	4d590421296 d54810a1354 b1	Cafe Bueno	51.578344	0.180143	Café	6.1
706	Hounslow	51.474600	-0.368000	4c189ca0d4d 9c928a1a3ef 29	Cafe Venezia	51.470975	-0.367054	Café	6
755	Islington	51.541600	-0.102200	4dc26687d16 43ed27a4dd1 37	Maison D'Etre Cafe	51.545957	-0.102184	Café	8.7
777	Islington	51.541600	-0.102200	4e6b36cb62e 1cd1d5509bb 73	Pistachio & Pickle	51.539809	-0.106536	Café	6.7
801	Kensington and Chelsea	51.502000	-0.194700	4b1a6a68f96 4a5200dea23 e3	Café Phillies	51.499726	-0.197747	Café	8.7
...	...	...	...	...	...	...	...	...	...
1202	Richmond upon Thames	51.447900	-0.326000	4bed0cdfbac 3c9b615c8fd e9	Caffè Nero	51.447163	-0.328484	Coffee Shop	5.6
1203	Richmond upon Thames	51.447900	-0.326000	58b00f7df7f8 dd378caa17b 7	Esquires Coffee	51.445250	-0.329481	Coffee Shop	5.9

1220	Southwark	51.503500	-0.080400	58c2a5147b4 3b41871225f9d	Chapter 72	51.501451	-0.082117	Coffee Shop	8.9
1228	Southwark	51.503500	-0.080400	572cf171498 ef7b054b11d6f	Black Swan Yard Coffee	51.502330	-0.082490	Coffee Shop	7.9
1257	Southwark	51.503500	-0.080400	57d120e8498 ec4e8457670d8	The Watch House	51.503586	-0.073958	Coffee Shop	8.9
1268	Southwark	51.503500	-0.080400	4b0a551ef96 4a5204d2323e3	F*ckoffee	51.499358	-0.081282	Coffee Shop	8.7
1285	Southwark	51.503500	-0.080400	5ac0f0bdf62f 2b44786ee29e	Starbucks	51.504041	-0.075553	Coffee Shop	7.5
1296	Southwark	51.503500	-0.080400	513d96bce4b 0ef93687203ea	Harris + Hoole	51.504301	-0.081957	Coffee Shop	6.9
1298	Southwark	51.503500	-0.080400	536358e2498 e5f20daa2ff11	Three Wheels Coffee	51.504731	-0.086889	Coffee Shop	7.7
1299	Southwark	51.503500	-0.080400	55f06053498 efe7ef72fa909	Caffe Paradiso	51.503822	-0.075249	Coffee Shop	7.3
1304	Southwark	51.503500	-0.080400	54d63b1c498 ec10669f31f29	Costa Coffee	51.505674	-0.083259	Coffee Shop	7.1
1313	Sutton	51.361800	-0.194500	4c01012319d 8c92853208829	Caffè Nero	51.361214	-0.191936	Coffee Shop	7.5
1322	Sutton	51.361800	-0.194500	50545780e4b 0cbb61a3affbd	Caffè Nero	51.363757	-0.193401	Coffee Shop	6.8
1333	Sutton	51.361800	-0.194500	50b78975e4b 08ecf5a7f44ad	Starbucks	51.359878	-0.190829	Coffee Shop	6.4
1346	Sutton	51.361800	-0.194500	4bbb0a84536 49c74839a49fb	Starbucks	51.363752	-0.193032	Coffee Shop	5.6
1351	Tower Hamlets	51.509900	-0.005900	4c494a84a3a ce21e3cc8663b	La Mook	51.506673	-0.005117	Coffee Shop	7.7
1354	Tower Hamlets	51.509900	-0.005900	4ef2d4b59a5 2fad33f6f1a1	Costa Coffee	51.511735	-0.008405	Coffee Shop	6.3
1369	Waltham Forest	51.590800	-0.013400	5461dbc6498 ed54f2f7dfe32	Wynwood art district	51.590310	-0.017248	Coffee Shop	7.6
1389	Wandsworth	51.456700	-0.191000	59bd3ac23b4 e00783758e06b	Starbucks	51.456731	-0.193077	Coffee Shop	7.2
1393	Wandsworth	51.456700	-0.191000	5453cc23498 e46628eb221ee	The Black Chapel	51.456831	-0.194796	Coffee Shop	7.2
1420	Westminster	51.497300	-0.137200	534295ec498 e271e54f5f569	Iris & June	51.496791	-0.136011	Coffee Shop	8.7
1422	Westminster	51.497300	-0.137200	4b0c6aa1f96 4a520cd3c23e3	Flat Cap Coffee Co	51.497496	-0.133858	Coffee Shop	8.6
1432	Westminster	51.497300	-0.137200	5565c24d498 e2885d1b9a54e	Coffee Geek and Friends	51.497638	-0.141523	Coffee Shop	8.2
1459	Westminster	51.497300	-0.137200	5632374c498 e0d9a7529680d	Rag & Bone	51.496899	-0.130821	Coffee Shop	8.2
1466	Westminster	51.497300	-0.137200	59d79c99a4b a7c0c452328c3	Black Sheep Coffee	51.496731	-0.143729	Coffee Shop	8.2

1467	Westminster	51.497300	-0.137200	59db5bbb89 8bdc23d36e9 7f7	Ole & Steen	51.497037	-0.143860	Coffee Shop	8.2
1468	Westminster	51.497300	-0.137200	5914106918d 43b1f07c8adf c	Shot Espresso	51.498064	-0.142393	Coffee Shop	7.7
1480	Westminster	51.497300	-0.137200	5953e61e9ef 8ef439ed31d d3	Notes Coffee	51.497631	-0.143374	Coffee Shop	7.5
1529	City	51.507322	-0.127647	4cdadd2dc40 9b60cac66d1 1a	Notes Music & Coffee	51.509696	-0.126985	Coffee Shop	8.3
1592	City	51.507322	-0.127647	57a72bfc498 eb1432ea9fb 76	The Espresso Room	51.511074	-0.126568	Coffee Shop	8.3

175 rows × 9 columns

For the results, there will be a quantitative and qualitative analysis. It is important to know which locations are the ones with best coffee shops in the city. Likewise, it is relevant information for the business to know why are those coffee shops well evaluated. Is it just location, or is it something else? Moreover, having information of venues with bad ratings can also help the business decision.

For the quantitative analysis, the venues will be grouped by borough and their ratings will be averaged. If a venue does not have a rating, it will not be considered in the analysis.

For the qualitative analysis, the venues will be filtered by rating and separated in two different tables. The first table will have venues with ratings above 8.5. From this table, a couple of coffee shops will be selected and using the explore function of Foursquare, their tips will be extracted with comments from the users. The same will be done for venues that have a rating below 6.0. This will provide impressions of users of what they think a good coffee shop should have.

## Results

The table below shows a description of the ratings for each borough. The borough with the maximum rating (8.2) is the City borough, while the one with most coffee shops is Kingston upon Thames (16).

	Ratings	Count
<b>Borough</b>		
<b>Bexley</b>	6.033333	3
<b>Brent</b>	6.871429	7
<b>Bromley</b>	6.942857	7
<b>Camden</b>	7.835714	14
<b>City</b>	8.200000	4
<b>Croydon</b>	7.740000	5
<b>Ealing</b>	7.466667	9
<b>Enfield</b>	6.400000	4
<b>Greenwich</b>	6.200000	3
<b>Hackney</b>	7.785714	7
<b>Hammersmith and Fulham</b>	6.957143	7
<b>Haringey</b>	6.100000	1
<b>Harrow</b>	6.200000	1
<b>Havering</b>	6.400000	5
<b>Hillingdon</b>	6.662500	8
<b>Hounslow</b>	6.000000	1
<b>Islington</b>	7.700000	2
<b>Kensington and Chelsea</b>	8.025000	4
<b>Kingston upon Thames</b>	7.256250	16
<b>Lambeth</b>	7.340000	5
<b>Lewisham</b>	5.800000	2
<b>Merton</b>	7.266667	3
<b>Newham</b>	5.800000	1



<b>Redbridge</b>	6.800000	2
<b>Richmond upon Thames</b>	6.750000	8
<b>Southwark</b>	7.800000	11
<b>Sutton</b>	6.600000	6
<b>Tower Hamlets</b>	7.000000	2
<b>Waltham Forest</b>	7.600000	1
<b>Wandsworth</b>	7.666667	3
<b>Westminster</b>	8.030000	10

The 3 best locations are the City, Kensington and Chelsea and Westminster. All with ratings above 8. These boroughs have a lot of offices of the finance and government sectors. Similarly, could be considered touristic places and are located in the centre of London. On the other side is Newham, Lewisham and Hounslow, with rating below 6. This boroughs are far from the city centre and are more residential areas. Also the amount of venues is very low, with 1 or 2 venues.

The basic assumption is that quality of each venue can be assess by their ratings. To get the best coffee shops in London, the venues are filtered by a rating greater than 8.5. There are only 15 venues that fulfil this condition.

Borough	Borough Latitude	Borough Longitude	Venue id	Venue	Venue Latitude	Venue Longitude	Venue Category	Ratings
189	Camden	51.5290	-0.1255	4e95b2e2b8f73812d09ba1f0	Bloomsbury Coffee House	51.525282	-0.126495	Café 8.6
301	Ealing	51.5130	-0.3089	55d9ca62498e39970a9d39e9	Bee Hive	51.510435	-0.305417	Café 8.7
755	Islington	51.5416	-0.1022	4dc26687d1643ed27a4dd137	Maison D'Etre Cafe	51.545957	-0.102184	Café 8.7
801	Kensington and Chelsea	51.5020	-0.1947	4b1a6a68f964a5200dea23e3	Café Phillies	51.499726	-0.197747	Café 8.7
1379	Wandsworth	51.4567	-0.1910	51557919e4b052a7c770208c	Cafe Fleur	51.455728	-0.188987	Café 8.6

161	Camden	51.5290	-0.1255	4bb74a04941ad13ad27320e3	Patisserie Deux Amis	51.52679€	-0.124189	Coffee Shop	8.7
177	Camden	51.5290	-0.1255	52d8d46511d2587451325cff	Continental Stores	51.52565€	-0.125075	Coffee Shop	8.7
250	Croydon	51.3714	-0.0977	559e29bc498e78a87c79ad7d	Crushed Bean	51.37100€	-0.100176	Coffee Shop	8.5
291	Ealing	51.5130	-0.3089	5403335b498e46786b2ff5ef	Artisan Coffee	51.51302€	-0.306655	Coffee Shop	8.8
469	Hackney	51.5450	-0.0553	4fda0cff6b7475e93c4b9c1a	Brew for Two	51.54699€	-0.051329	Coffee Shop	8.7
1220	Southwark	51.5035	-0.0804	58c2a5147b43b41871225f9d	Chapter 72	51.50145€	-0.082117	Coffee Shop	8.9
1257	Southwark	51.5035	-0.0804	57d120e8498ec4e8457670d8	The Watch House	51.50358€	-0.073958	Coffee Shop	8.9
1268	Southwark	51.5035	-0.0804	4b0a551ef964a5204d2323e3	F*ckoffee	51.49935€	-0.081282	Coffee Shop	8.7
1420	Westminster	51.4973	-0.1372	534295ec498e271e54f5f569	Iris & June	51.49679€	-0.136011	Coffee Shop	8.7
1422	Westminster	51.4973	-0.1372	4b0c6aa1f964a520cd3c23e3	Flat Cap Coffee Co	51.49749€	-0.133858	Coffee Shop	8.6

There are 2 venues with a rating of 8.9: Chapter 72 and The Watch House, both in the borough of Southwark.

Foursquare is used to retrieve the tips about this venues.

For Chapter 72:

text	agreeCount	disagreeCount	id	user.firstName	user.lastName	user.gender	user.id
0 A coffee shop which will serve you cocktails, beers and spirits, as well as tea and hot chocolate until 10pm. Great idea, cosy atmosphere, staff super friendly!		1	0	58d5a5d9b6e67d64320ee2b0	Luc	Deniset	male 5027
1 Very friendly service. The espresso martinis are airy & scrumptious. Fast wifi. Surprisingly diverse menu of coffee based cocktails! Great place to hang out.		0	0	59674efd9c9e9459952f5fd8	Foxyy	B	non 839€

For The Watch House:

text	agreeCount	disagreeCount	id	user.firstName	user.lastName	user.gender	user.id
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0	Absolutely lovely venue. Great coffee, large selection of snacks at decent prices. One of our sandwiches took a bit long, but the staff profusely apologized and gave us three full loyalty cards. <3	2	0	598474d106fb603e72a87a6a	Pascal	Harti g	mal e	1610
1	Well prepared coffee using Ozone beans, and a fantastic cake selection. Great space with wood deco and cool booths.	1	0	589ba132424f935a50a2da57	Daren	Willia ms	mal e	9071

Similarly, the table with the venues can be filtered by the ones with bad rating, or rating below 6.0.

Borough	Borough Latitude	Borough Longitude	Venue id	Venue	Venue Latitude	Venue Longitude	Venue Category	Ratings	
392	Enfield	51.6538	-0.0799	4cc15e355684a35d8124b80d	Muffin Break	51.6517	-0.082024	Café	5.8
569	Hammersmith and Fulham	51.4927	-0.2339	4dc3d246c65b89d3ca43df2f	Rafaello	51.4933	-0.237995	Café	5.8
706	Hounslow	51.4746	-0.3680	4c189ca0d4d9c928a1a3ef29	Cafe Venezia	51.4709	-0.367054	Café	6
29	Bexley	51.4549	0.1505	4b5580c3f964a520dbe527e3	Starbucks	51.4562	0.145901	Coffee Shop	5.9
33	Bexley	51.4549	0.1505	4c4c11c9f7cc1b8de97ac740	Costa Coffee	51.4560	0.145820	Coffee Shop	5.6
91	Brent	51.5588	-0.2817	52abb6c111d28f0e431c6a22	Starbucks	51.5566	-0.283288	Coffee Shop	5.7
396	Enfield	51.6538	-0.0799	4bd698147b1876b021c88c86	Costa Coffee	51.6513	-0.083916	Coffee Shop	5.9
441	Greenwich	51.4892	0.0648	52f8f96a11d24b98bfb2027f	Koffees & Kream	51.4910	0.064764	Coffee Shop	5.8
690	Hillingdon	51.5441	-0.4760	50ce03e8e4b012789dc4e5dc	Costa Coffee	51.5459	-0.475284	Coffee Shop	5.6
691	Hillingdon	51.5441	-0.4760	4c9dc877d3c2b60cbb8dc4bc	Costa Coffee	51.5460	-0.478950	Coffee Shop	5.7
941	Kingston upon Thames	51.4085	-0.3064	54c10f68498e7fe1b568e459	Costa Coffee	51.4096	-0.306561	Coffee Shop	5.9

1051	Lambeth	51.4607	-0.1163	4b1e5e4a f964a520 481924e3	Caffè Nero	51.4625	-0.115068	Coffee Shop	6
1070	Lewisham	51.4452	-0.0209	55892bc 5498e7fd 878d6a3c 5	Costa Coffee	51.4473	-0.018399	Coffee Shop	6
1073	Lewisham	51.4452	-0.0209	5168241e 498e9af6 2b8f91f6	Costa Coffee	51.4451	-0.021694	Coffee Shop	5.6
1115	Newham	51.5077	0.0469	4bc4265 9abf4952 143b2c4 93	Caffè Nero	51.5041	0.049711	Coffee Shop	5.8
1202	Richmond upon Thames	51.4479	-0.3260	4bed0cdf bac3c9b 615c8fde 9	Caffè Nero	51.4471	-0.328484	Coffee Shop	5.6
1203	Richmond upon Thames	51.4479	-0.3260	58b00f7d f7f8dd37 8caa17b7	Esquires Coffee	51.4452	-0.329481	Coffee Shop	5.9
1346	Sutton	51.3618	-0.1945	4bbb0a8 453649c7 4839a49f b	Starbucks	51.3637	-0.193032	Coffee Shop	5.6

There are many venues that belong to chain companies, such as Costa, Nero and Starbucks. We will analyse some of these and another venue.

For Costa:

	text	agreeCount	disagreeCount	id	user.firstName	user.lastName	user.gender	user.id
0	This is the worst Costa, they had run out of skimmed milk and marshmallows!		0	0	50e746c4e 4b0979c89 2af716	Anjli	Kothary	female 3170

For Nero:

	text	agreeCount	disagreeCount	id	user.firstName	user.lastName	user.gender	user.id
0	I like this place a lot. Friendly staff, decent coffee too! Well located for shops and the rail station.		1	0	594e948b1 c675b5d78 84651f	Paul	Smith	male 1467

1	Great service and friendly staff. A certain barrista can be shy with the milk, check your coffee before you leave.	0	0	53ef1491498edb0047cf917e	Martin	Barnes	male	5617
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For Esquires:

text	agreeCount	disagreeCount	id	user.firstName	user.lastName	user.gender	user.id
0	great coffee and cakes, the place seriously needs a better ventilator for their kitchen though.	0	0	597b920193bd637d9181b138	Edwin	Tan	male1387
1	Great tasting coffee and calming atmosphere	0	0	58d69a7ba9133064a5e8b97d	Brendan	Arndt	male8230

## Discussion

Clearly not all the locations are the same at the time of choosing where to place my Cafe.

Boroughs closer to the centre of the city usually have better reviews than the ones located in the edges. This could be by several motives, not only due to the quality of the place but also the surroundings. The centre of London is a very touristic place and additionally has a lot of transit due to office buildings. It makes sense to locate a Cafe here and expect to be more successful, just because the location is good and appreciated by customers.

There is further information that can be taken from the tips users gave on Foursquare. Even the venues with bad rating have some positive highlights that is worth to mention. There are some elements that repeat through the tips. For instance, quality of the coffee, friendly service, wide menu options and the atmosphere, were mentioned several times. This are aspects that have to be considered at the moment of setting up the business. Have quality coffee, hiring and training the staff to provide a friendly service, have a wide range of food options and to decorate the venue in a cosy way, can ensure success for the business.

Focusing on the bad reviews, there is mentioned in more than one occasion that there was a problem with the milk. Customers want their coffee with milk, and running out of milk or not providing enough milk when serving the coffee, could end in a bad review.

## **Conclusion**

The location of the cafe should be close to the city centre. The cafe should have good quality products and a selection of snacks and food choices. The staff has to be friendly and the venue needs a cosy atmosphere. Finally, there has to be enough milk available.

As further analysis, it would be interesting to see which would be the optimal choice if we had some rent data.