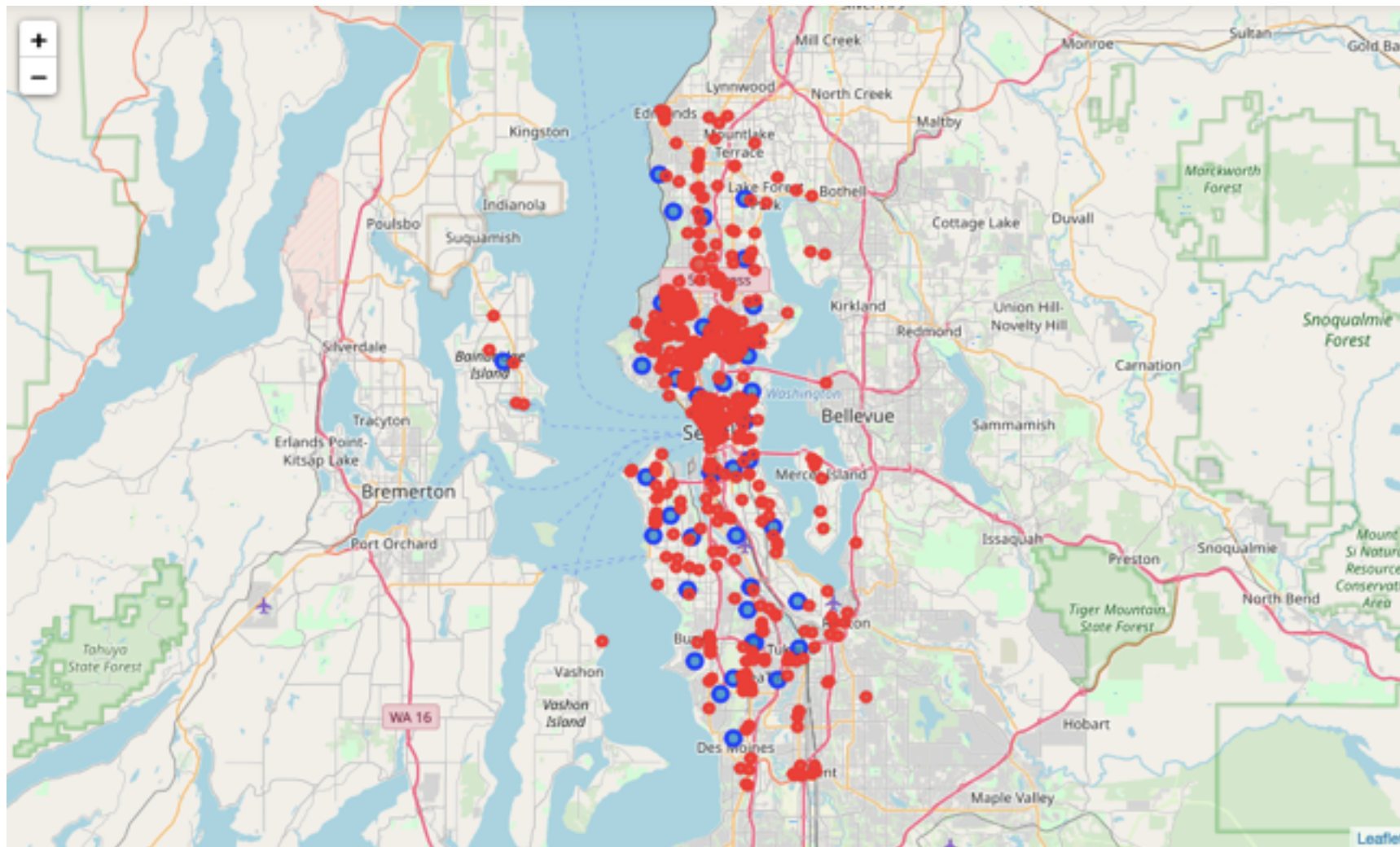# Opening a Coffee Sho in Seattle

The Problem

- Coffee is deeply loved in Seattle.

- There already exists many options.

- **Is there room for more? Where would the best location in the city be?**

Data acquisition

- Seattle zip code data from discoverseattle.net

- Seattle venues and attractions data from foursquare.com
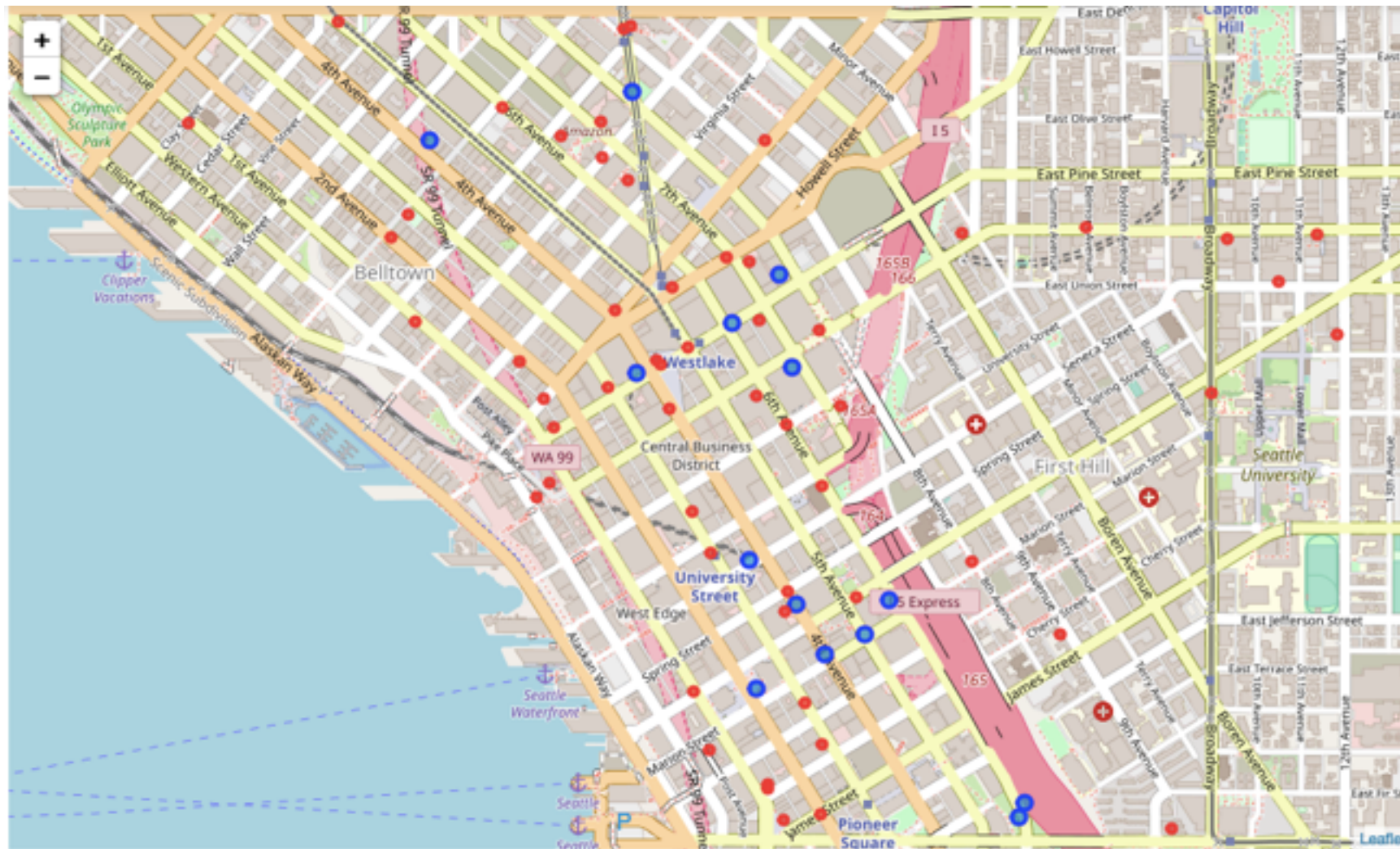
- House sales price data here

Current competition

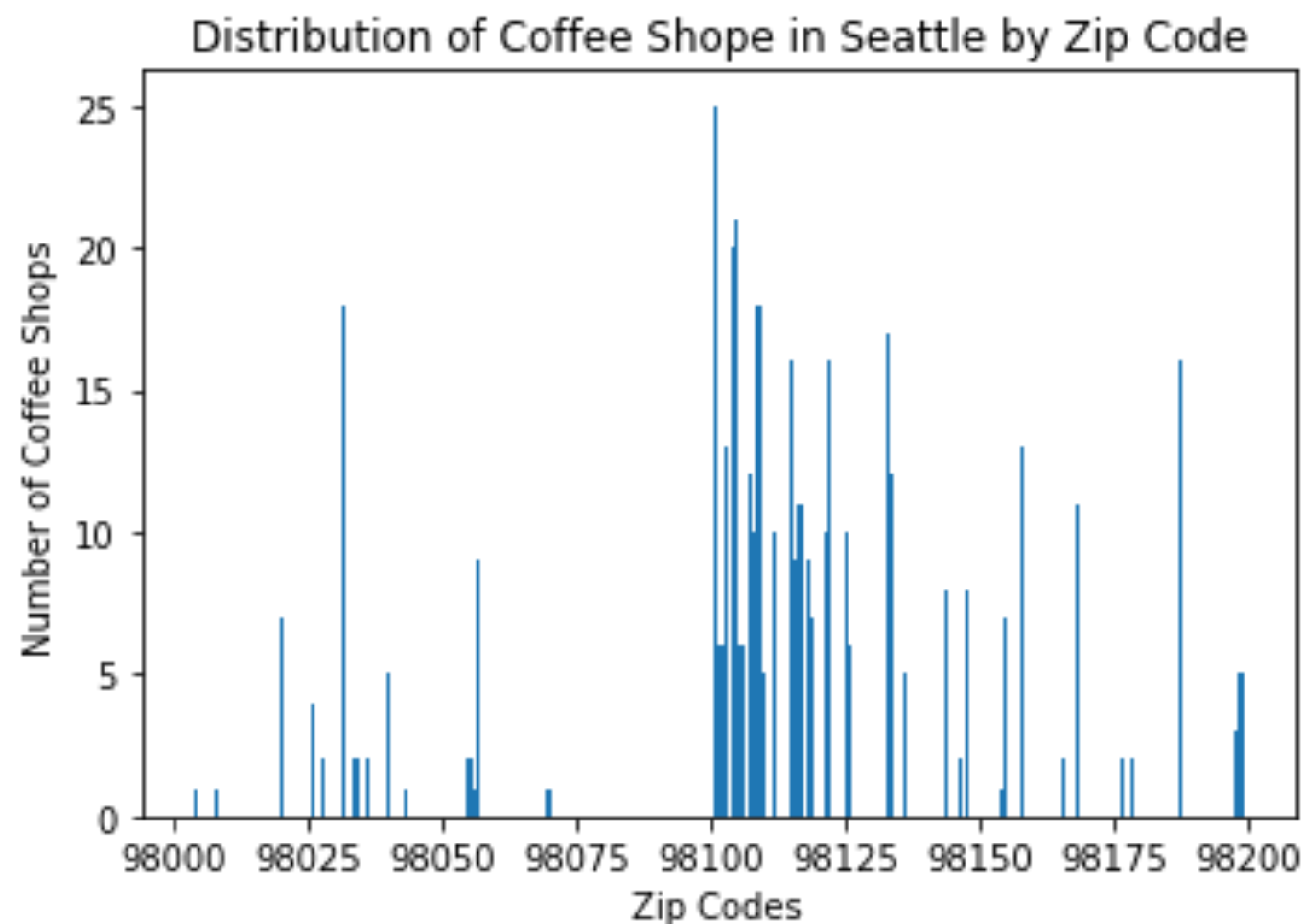There are lots of coffee shops in Seattle!

Current competition cont.

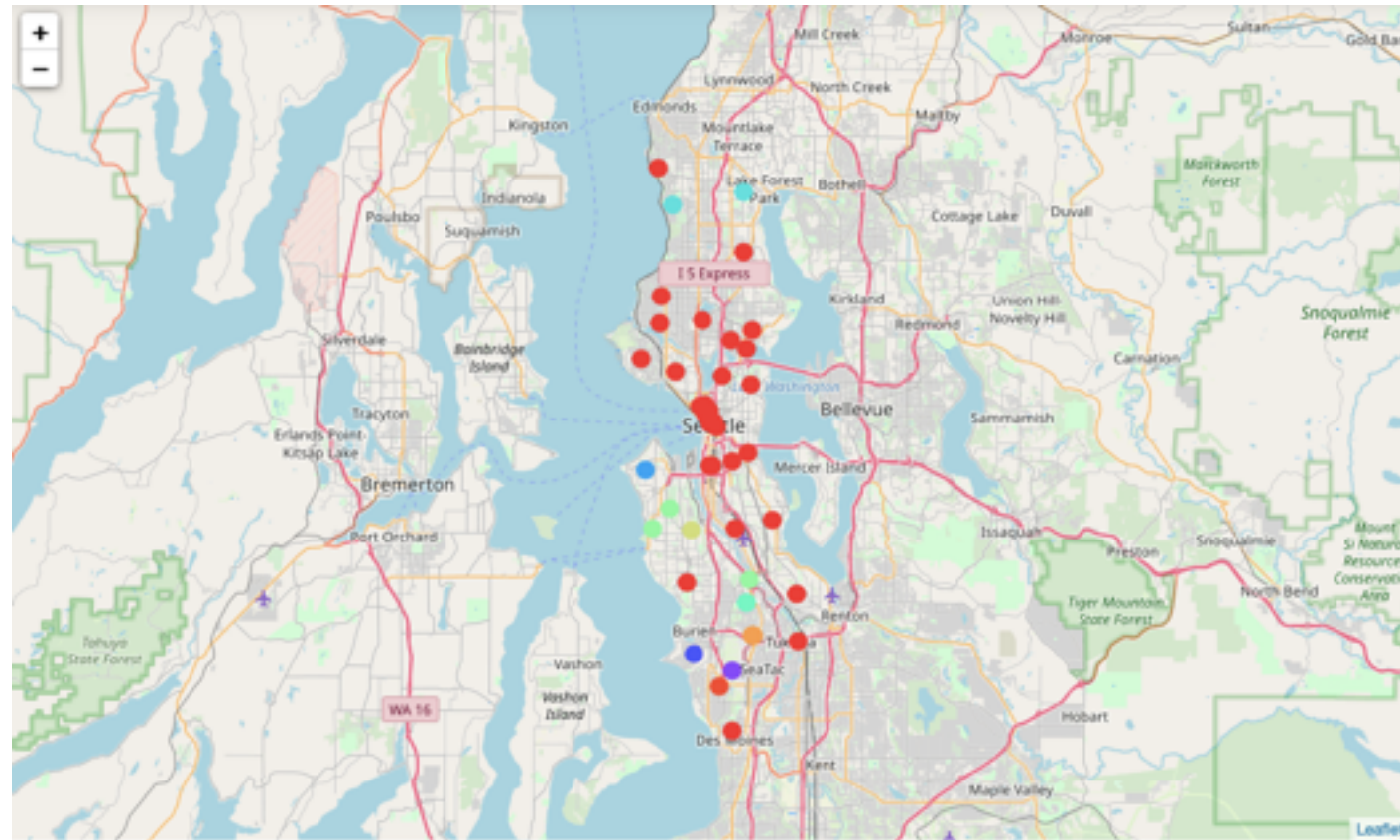Particularly downtown, we should look further afield.

Current competition cont.

Based on this data, I eliminated zip codes with over 15 coffee shops from consideration.

Distribution of Coffee Shope in Seattle by Zip Code

Finding the right environment

I performed a k-means clustering classification based on other venues in each area to further narrow my search.
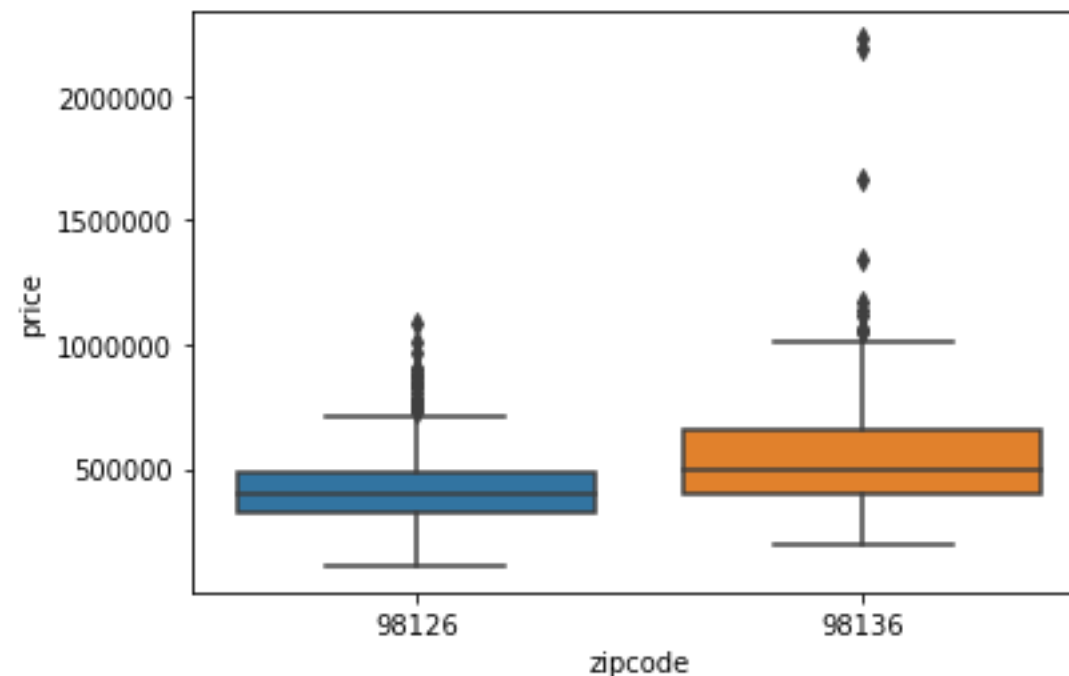

The best fit were those that featured venues that would attract lots of foot traffic and potential customers.

Looking for the money

I used data on house sale prices from 2014 - 2015 to compare the remaining neighborhoods to see where there might be customers with the most disposable income.

House sales prices for two similar neighborhoods in Seattle

Conclusion

There are lots of coffee shops already in the city. Performed series of eliminations on areas to be considered based on current competition, patterns of current attractions various neighborhoods, and economic viability of potential patrons. This analysis suggests the zip code of 98136 would be a strong candidate.