

# EXPLORING THE POTENTIAL AREA FOR A NEW COFFEE SHOP

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# BACKGROUND

- **Business Objective:** The company considers establishing some new stores in 2020 with the objective to expand the presence of the company coffee brand, as well as contribute to the total company revenue in the future.
- **Business Questions:**

## **Which location to build the new cafes in Ho Chi Minh city?**

- **Stakeholder hypothesis:** popular cafe shop location has the following criteria:
  - Places surrounded by shopping street, cinema, entertainment spots.
  - Not located near other refreshment facilities such as café, restaurants, etc...



# DATA

- List of company's chain store is taken from the website with address, latitude and longitude information.
- Surrounding facility information will be taken from Foursquare API data.
- These 2 datasets will then be joined together for further analysis

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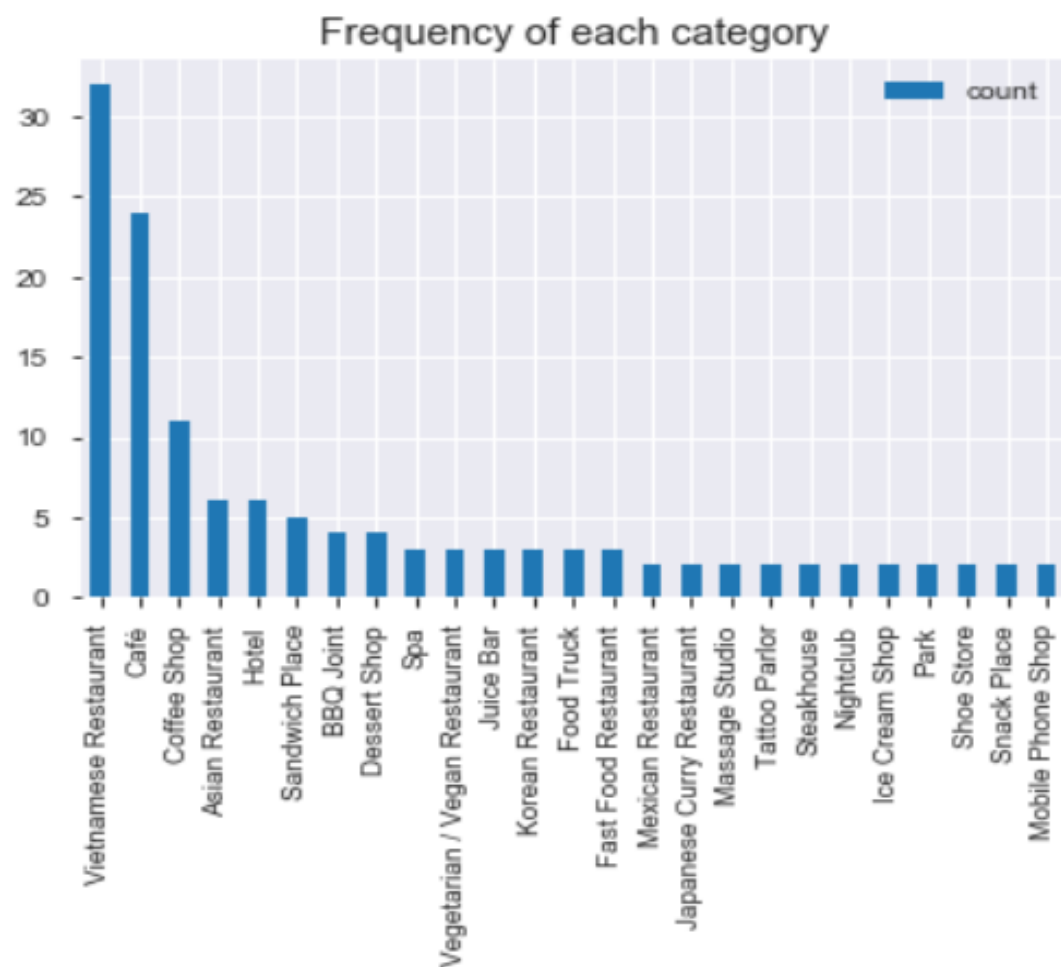
# METHODOLOGY

- Surrounding facilities will be chosen within 500 meters away from the targeted location and limit to 20 places.
- This represents the other venues around the targeted café as well as the Venue Category.
- From the Venue category, we can understand which category should be together.

# RESULT

- Half of the stores within the chain has 20 other facilities surrounded, while there are 4 café have only 4 to 6 venues around
- Top categories are Vietnamese Restaurant (32 times), Café (24 times), Coffee shop

Address	
141 Nguyen Thai Binh	20
159 Pham Ngu Lao	20
175B Cao Thang	20
180 Tran Quang Khai	20
25A Dong Nai	18
313 Nguyen Thi Thap	6
359 Do Xuan Hop	6
400A Huynh Tan Phat	3
47-49 Le Thi Rieng	20
572 Ba Thang Hai	14
798 Su Van Hanh	20
Lo T2-1.2, D1	4



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# DISCUSSION & CONCLUSION

- The current company's stores are being surrounded by other relatively same category venues such as restaurants, other café/coffee shops
- These company's locations are considered as healthy performance locations so somehow, we can conclude that build a new café within the ecosystem of other restaurants and café shops might be a plus for the company's performance.
- Further analysis: To further quantify the relationship of a healthy venues with its surrounding, store's revenue data will be taken for future analysis