Finding the perfect coffee spot in Hong Kong

1. Introduction

1.1 Background

   Hong Kong, the international financial hub in Asia, with its unique mixture of western and eastern culture. People's tastes and demands can be diverse among different districts; the various communities have their popular goods that cater to their needs. In this project, I will be focusing on the coffee market. Typically, a commercial district like Hong Kong should have an extremely high demand for coffee; it will be profitable to start a coffee shop. However, many districts are clustered with high-age or low-income groups, which are not typical coffee consumers. Moreover, several coffee chains, e.g., Starbucks & Pacific coffee, already entered Hong Kong markets, opened hundreds of chain stores all over Hong Kong, making the competition in certain areas more intense. With an in-depth analysis of the different districts, I will be picking the perfect neighborhood.

1.2 Problem

For people looking to start their coffee store, finding the appropriate neighborhood is the key to success. The neighborhood should be cluster with the target consumers. Moreover, it is recommended to avoid the district with many coffee chains for the saturated market. I am looking for the perfect district for opening a new coffee shop in Hong Kong in this project.

2. Data

The data sources used in this project are listed below :

  (1) Foursquare API to get the most common venues of the given district of Hong Kong

  (2) Geolocator library to get the coordinates of each district

  (3) Hong Kong 2016 Population By-census results, including the population density, household salary, and education level of each district