**Market Analysis for Pressed Juice Chain in London**

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# Introduction

## Background

Cold-pressed juice is made by extracting juice from fruits and vegetables using hydraulic press which gives 100% juice, as opposed to other methods. It can be stored in a refrigerator for longer period. And also, there are lot of other health benefits of pressed juices which could be very essential for today’s world where people are suffering from so many health diseases. A healthy alternative to so many unhealthy diets has become a need of an hour. A chain of pressed juice outlets seems to have a lot of scope for business and we need to do market analysis to identify best place to start from.

## Problem

This project aims to identify the key markets to launch the cold-pressed juice chain in London for which it would be essential to take into consideration certain factors like demographics, such as Gross Income, Health concerns etc., competitors and the overall activeness of the consumers in the market.

## Interest

This analysis would certainly be of interest to young entrepreneurs who are excited to venture into this potential market of Juices.

# Data

## Data Sources

The demographic stats about each borough of London was readily available from London Govt. website [here](https://data.london.gov.uk/dataset/london-borough-profiles). For the data around list of Boroughs, It was scrapped from Wikipedia with not so accurate co-ordinates hence the co-ordinates were fetched later using Google API. For competitor analysis, data about Juice Bars, Coffee Shops, and Cafés was taken using Foursquare API.

## Data Discussion

All the data was merged into one dataset after adequate cleaning. Important variables like Gross Pay, life expectancy, anxiety score, carbon emission, Obesity Index etc. were substituted from the entire Borough profile data, as they were most relevant to our analysis. Moreover, Foursquare API was leveraged to get venues of competitors, limited to venues in the category of Coffee Shops, Café, and Juice Bar, around the boroughs. The details of Venue like count of ratings, likes and tips was also collected, assuming that it shows the popularity of store as well as activeness of consumers in the market.