

# **Building Coffee Shop Business Analysis with Data Science**

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## **Introduction (Business Problem)**

Coffee shop is one place that people can go to, whether for quick refreshment, truly enjoying the coffee, or becoming temporary workspace for individuals. The trend on the last few years is that, in Indonesia's big cities, there are new local coffee shop brands coming up and gaining popularity. This also happens in Bandung, as it is one of the big cities in Indonesia.

As now Bandung is populated by 2.5 millions of people, making it the 4<sup>th</sup> most populated cities in Indonesia, having a new branch of coffee shop or even making new brand seems as a big opportunity for business. Now the question is, where should someone/a company have a new branch/make new local brand of coffee shop in Bandung?