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# PROSPECTS OF A COFFEE SHOP IN ZURICH, SWITZERLAND



# BUSINESS PROBLEM



- Switzerland - among the top countries in the world when it comes to the consumption of coffee in the world (per capita).
- Mean daily caffeine consumption per person and percentile 95 are 191 mg/day ( $\pm 129$ ) and 426 mg/day, respectively. The three main sources of caffeine intake are 1) coffee (83% of total caffeine intake), 2) tea (9%) and 3) soft drinks (4%).
- Question: which neighbourhoods in Zurich are most suitable to start a coffee shop

# DATA



- Zurich neighbourhoods [https://en.wikipedia.org/wiki/Subdivisions\\_of\\_Z%C3%BCrich](https://en.wikipedia.org/wiki/Subdivisions_of_Z%C3%BCrich)
- Geographical coordinates for the neighbourhoods
- Foursquare API - to obtain the list of venues

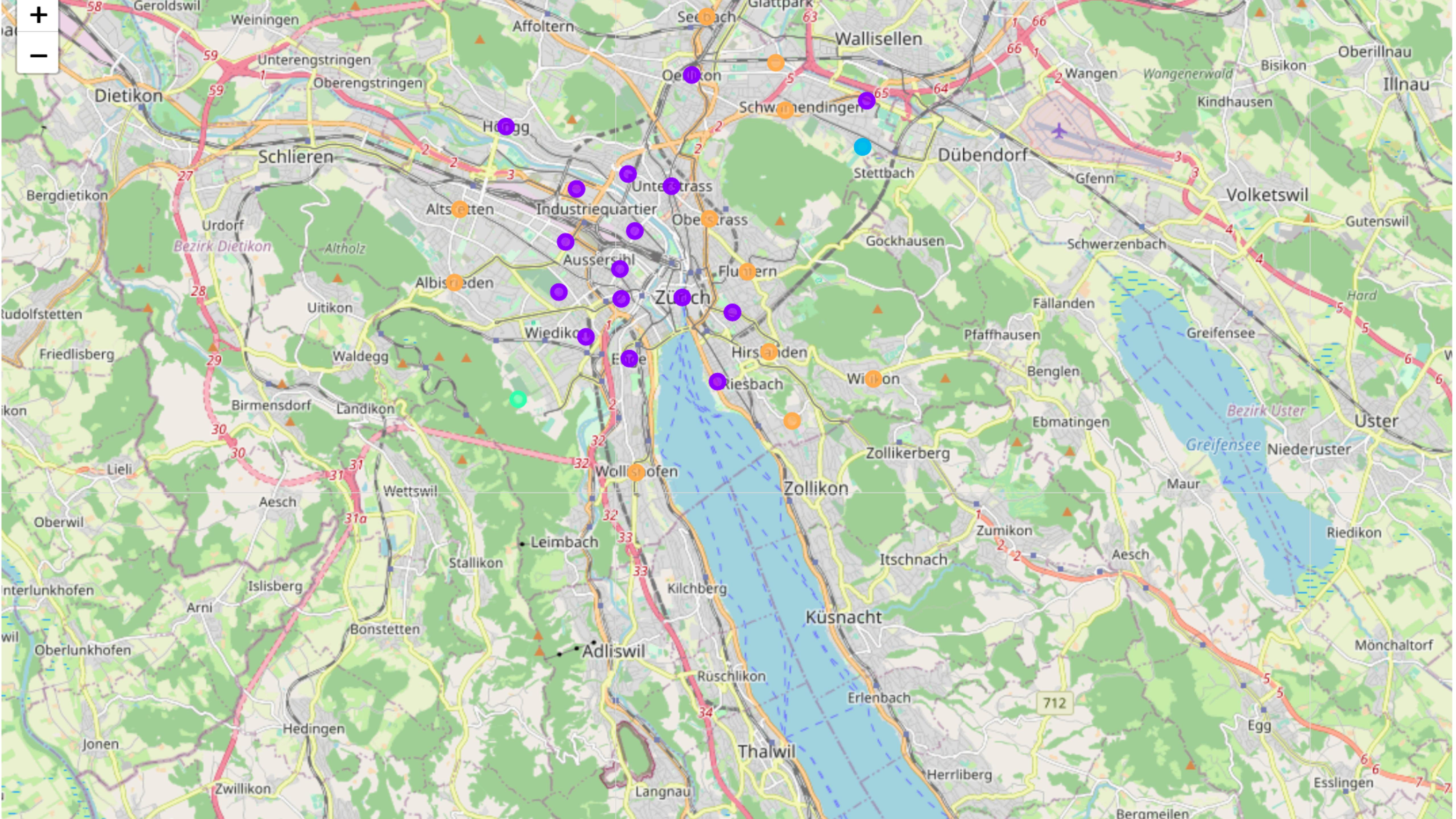
# DATA EXPLORATION

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue
0	Affoltern	Bar	Grocery Store	Lounge	Stadium	Discount Store	Flea Market	French Restaurant
1	Albisrieden	Swiss Restaurant	Grocery Store	Supermarket	Trattoria/Osteria	Restaurant	Bakery	Scenic Lookout
2	Alt-Wiedikon	Restaurant	Italian Restaurant	Thai Restaurant	Lounge	Burrito Place	Fast Food Restaurant	Farmers Market
3	Altstetten	Supermarket	Bakery	Bus Station	Chinese Restaurant	Plaza	Café	Sandwich Place
4	Enge	Bar	Hotel	Italian Restaurant	History Museum	Plaza	Supermarket	Swiss Restaurant
5	Escher Wyss	Café	Restaurant	Hotel	Bar	Nightclub	Italian Restaurant	Concert Hall
6	Fluntern	Tram Station	Bakery	Grocery Store	Indie Movie Theater	Café	Bus Station	Supermarket
7	Friesenberg	Stables	Tennis Court	Farmers Market	Food Truck	Food Court	Food & Drink Shop	Food
8	Gewerbeschule	Bar	Asian Restaurant	Café	Italian Restaurant	Vietnamese Restaurant	Sandwich Place	Restaurant
9	Hard	Hotel	Swiss Restaurant	Mediterranean Restaurant	Café	Supermarket	Plaza	Furniture / Home Store
10	Hirslanden	Tram Station	Plaza	Park	Italian Restaurant	Steakhouse	Swiss Restaurant	Tailor Shop
11	Hirzenbach	Pizza Place	Supermarket	Furniture / Home Store	Sporting Goods Shop	Clothing Store	Yoga Studio	Farmers Market

■ Top ten venues per neighbourhood

■ Clustering neighbourhoods by venue type

■ Visualisation



# RESULTS



- Bars and cafes are the most popular venues in the central neighbourhoods. The next popular are Italian restaurants.
- Haang, Oerlikon, Wipkingen, Escher Wiss, Gewerbeschule, Understass, Hard, Sihfeld, Alt-Wiedikon, Enge, Seefeld, Werd are dominated by bars, cafes and restaurants as most common venues.
- Schwamendingen Mitte, Saatlen, Seebach, Altstetten, Albisrieden, Oberstrass, Fluntern, Hirslanden, Witikon, Weinegg, Wollishofen are dominated by Tram stations, bus stations and supermarkets.
- Leimbach is dominated by tram stations, steakhouses and Italian restaurants.
- For Friesenberg the most common venues are stables, tennis court and farmers market.

# COFFEE SHOP - WHICH NEIGHBOURHOODS FIT BEST?



- Haang, Oerlikon, Wipkingen, Escher Wiss, Gewerbeschule, Understass, Hard, Sihfeld, Alt-Wiedikon, Enge, Seefeld, Werd, the neighbourhoods where the most popular venues are bars, cafes and restaurants.
- Coffee shops - quite rare in these areas, so one might consider it is good business opportunity, especially if the coffee shop can be made to provide for some snacks and accommodate lunch eaters.

# FURTHER ANALYSIS

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- - Clustering these selected areas based on the categories of venues to see where the completion is less.
  - - Make sure that Foursquare is a good source of information for the European market, especially for non-English speaking country. One might want to check the data obtained in this report against data from Tripadvisor or other rating systems, including Facebook business pages etc.
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