

Location for Coffee Shop Group Open New Shop

Rio de Janeiro and São Paulo

by Juliano Magalhães da Silva



Problem

- A Coffee Shop Group will open stores in Brazil and they choose start in the two cities: **São Paulo** and **Rio de Janeiro**, they request the list of places to open stores.
- Find the strategic places based where the competition are, and that have a high flow of people based in other shops.

Data Acquisition

- Identify São Paulo and Rio de Janeiro Neighborhood

Rio de Janeiro: <https://www.estadosecapitaisdobrasil.com/listas/lista-dos-bairros-do-rio-de-janeiro/>

São Paulo: <https://www.estadosecapitaisdobrasil.com/listas/lista-dos-bairros-de-sao-paulo/>

- Identify Location Geopoints from each Neighborhood:
<https://nominatim.openstreetmap.org/>
- Venues from each Neighborhood and extra information:
<https://developer.foursquare.com/>

Cleaning

- Identify and remove Duplicated Venues.
- Remove Venues where City is different from Rio de Janeiro or São Paulo.
- Identify Venues with Name variants and normalize.
- Correct Venues that exist in more than one categories.
- Replace Venues with few items with the same market.
- Remove Categories with few venues.

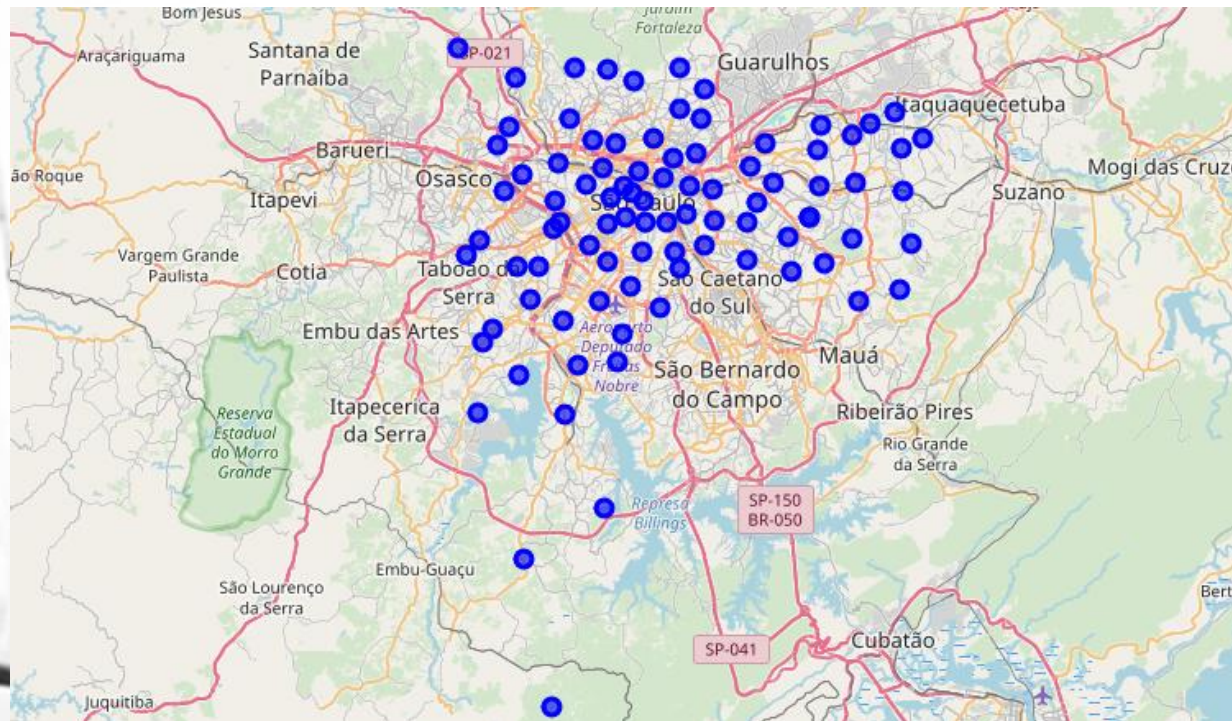
Data understanding - Neighborhood

Identified 251 neighborhoods.

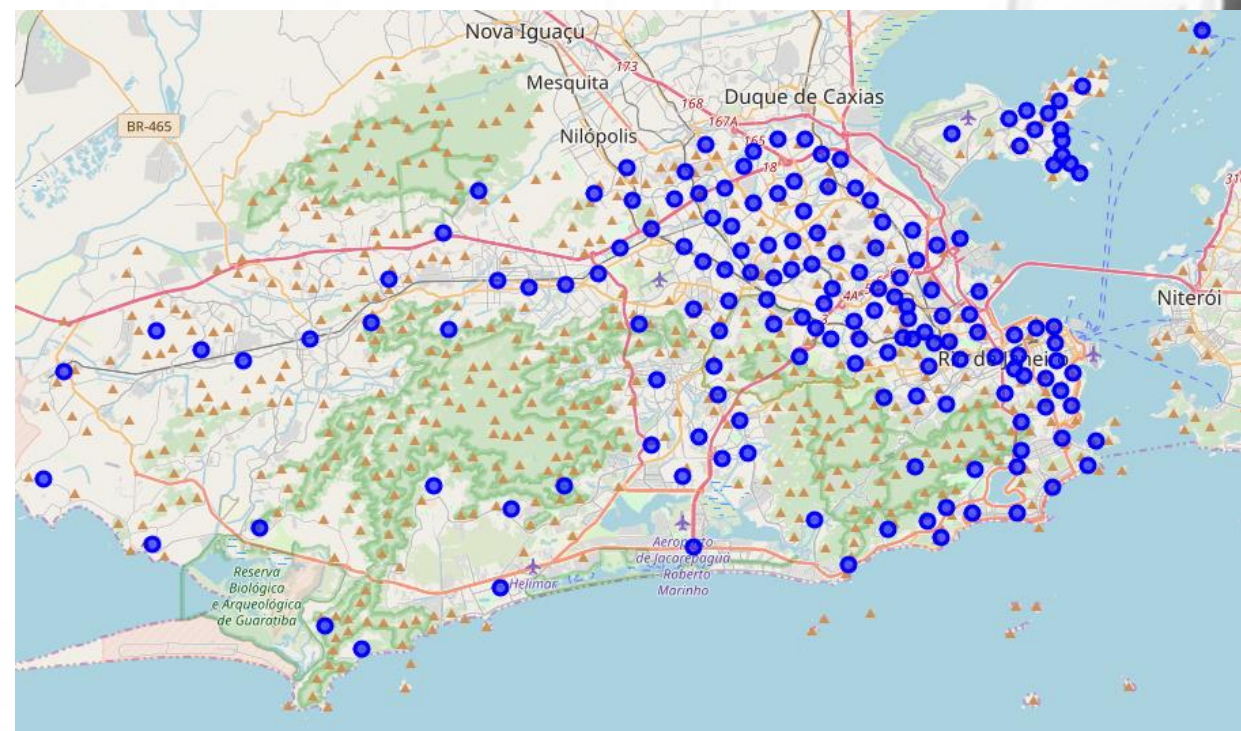
90 in São Paulo and 161 in Rio de Janeiro.

Check if the neighborhood are well distributed by the city.

São Paulo



Rio de Janeiro



Data understanding - Neighborhood

- Number of Venues per Neighborhood
- Neighborhood are very different and too large areas.
- There are a huge difference between neighborhood.
- The result using neighborhood is not accurate.

Total of Neighborhood: 251

Number of Neighborhood with Venues in Categories filtered: 238

Number of Location with more Venues:

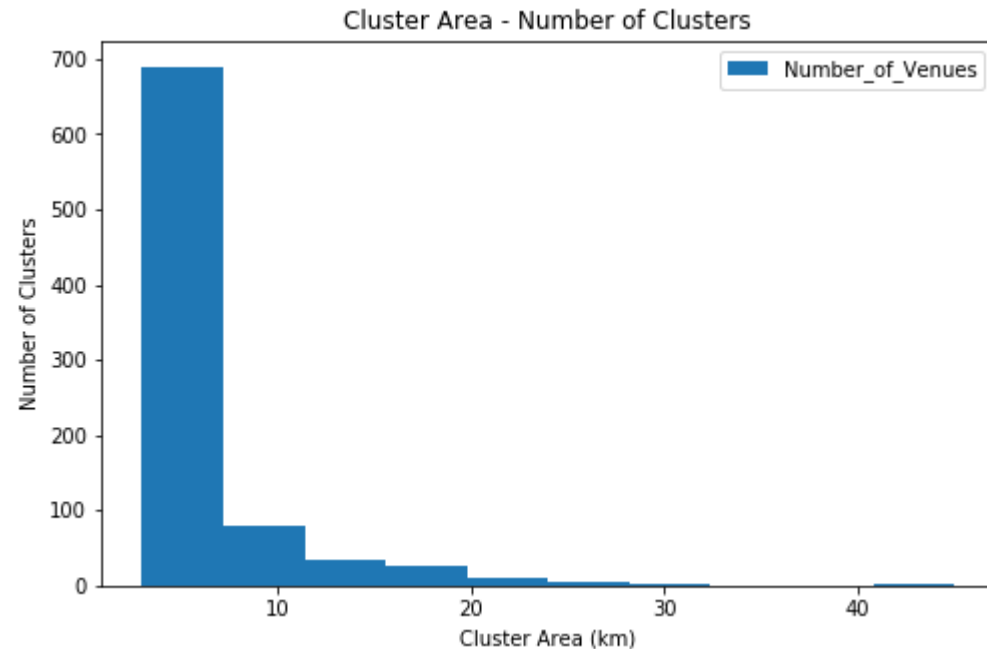
	location	city
Top		
1	Barra da Tijuca, Rio de Janeiro	154
2	Cidade Dutra, São Paulo	123
3	Jardim Ângela, São Paulo	115
4	Recreio dos Bandeirantes, Rio de Janeiro	96
5	Anhanguera, São Paulo	91
6	São Domingos, São Paulo	82
7	Campo Grande, São Paulo	79
8	Campo Limpo, São Paulo	79
9	Jaraguá, São Paulo	76
10	Tucuruvi, São Paulo	75
11	Campo Grande, Rio de Janeiro	75
12	Itaim Bibi, São Paulo	66
13	Santo Amaro, São Paulo	58
14	Grajaú, São Paulo	58
15	Jardim Paulista, São Paulo	57
16	Leblon, Rio de Janeiro	56
17	Itaquera, São Paulo	54
18	Ribeira, Rio de Janeiro	53
19	Vila Matilde, São Paulo	52
20	Jardim São Luís, São Paulo	51
21	Copacabana, Rio de Janeiro	51
22	Mandaqui, São Paulo	50
23	Vila Medeiros, São Paulo	50
24	São Lucas, São Paulo	49
25	Cidade Líder, São Paulo	49

Data understanding - Cluster

- Change the approach and work with Cluster otherwise Neighborhood.
- Identify Cluster by Venues with close distance, using machine learning algorithm.
- Parameters are that cluster have minimum 3 Venue and maximum 30. Preference for smaller Cluster than big Clusters.
- **Find 849 Clusters:**

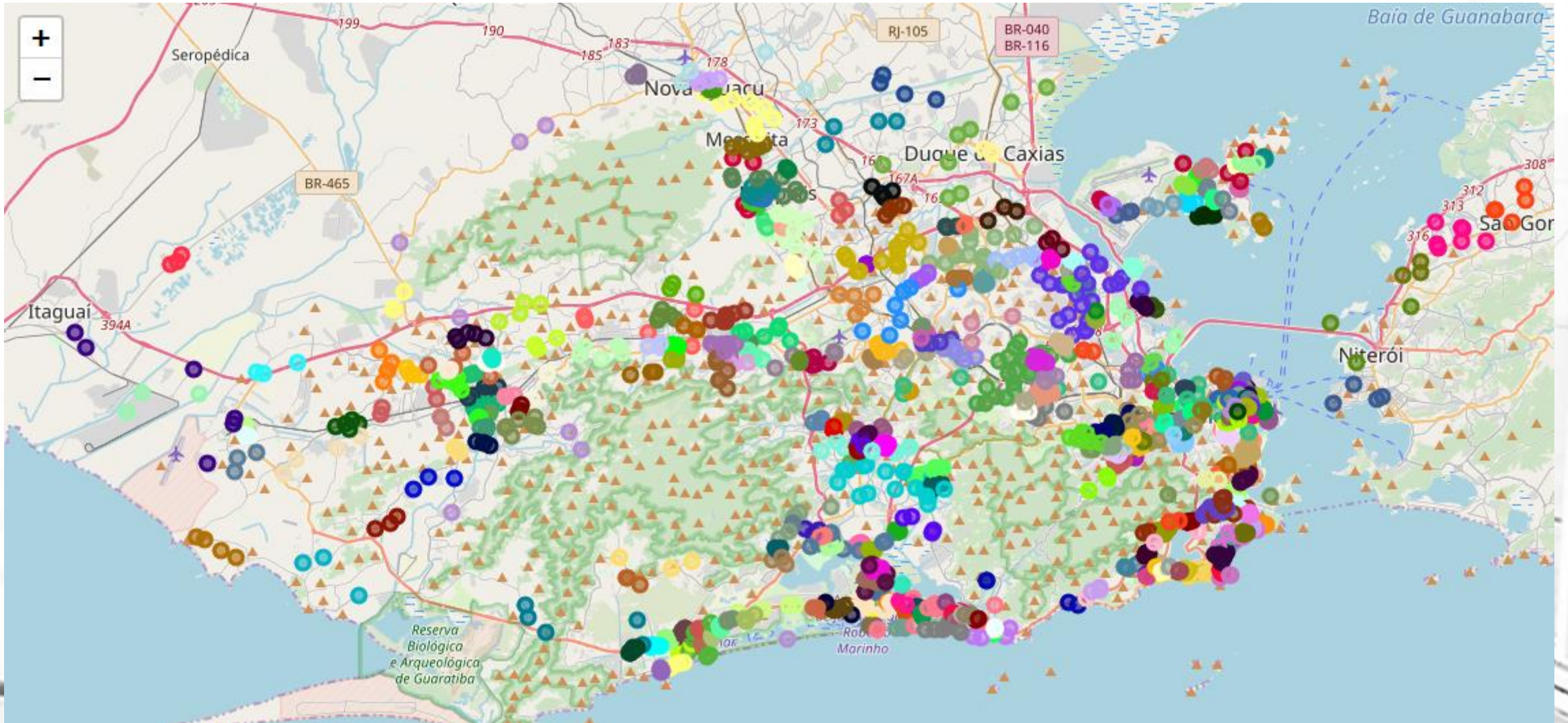
Cluster Size	Total	Perc	Number_of_Venues	Perc_of_Venues
3	319	37.57%	957	19.40%
4	163	19.20%	652	13.21%
5	100	11.78%	500	10.13%
6	64	7.54%	384	7.78%
7	43	5.06%	301	6.10%
8	27	3.18%	216	4.38%
9	23	2.71%	207	4.20%
12	18	2.12%	216	4.38%
10	17	2.00%	170	3.45%
11	13	1.53%	143	2.90%
18	8	0.94%	144	2.92%
17	7	0.82%	119	2.41%
13	7	0.82%	91	1.84%
19	6	0.71%	114	2.31%
21	5	0.59%	105	2.13%
15	5	0.59%	75	1.52%
14	5	0.59%	70	1.42%
16	4	0.47%	64	1.30%
20	3	0.35%	60	1.22%
23	2	0.24%	46	0.93%
24	2	0.24%	48	0.97%
30	2	0.24%	60	1.22%
43	1	0.12%	43	0.87%
22	1	0.12%	22	0.45%
25	1	0.12%	25	0.51%
28	1	0.12%	28	0.57%
29	1	0.12%	29	0.59%
45	1	0.12%	45	0.91%

Largest Cluster: 79.6092391146 km
Smallest Cluster: 0.000700992247315 km



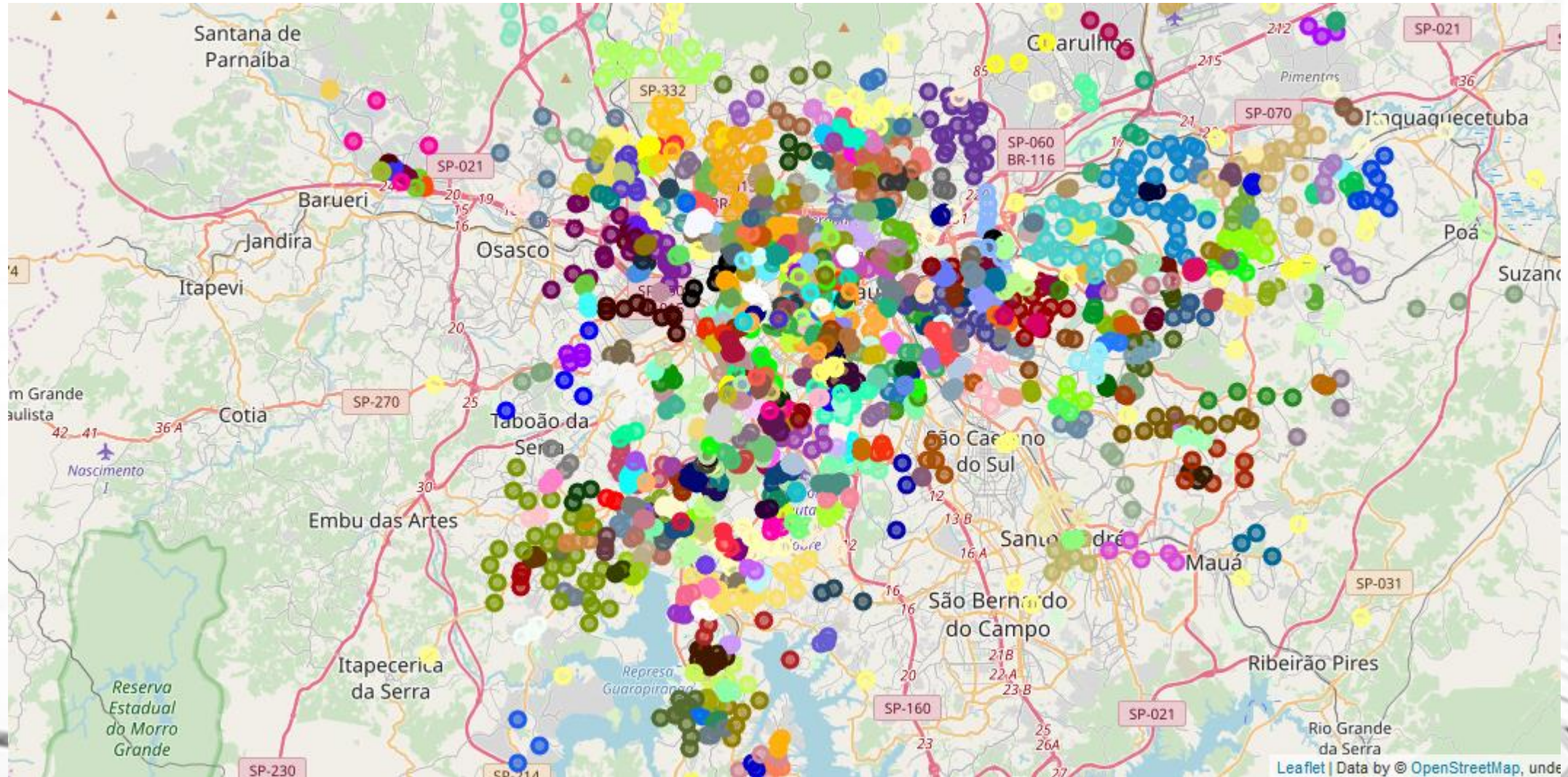
Data understanding - Cluster

- Cluster in Rio de Janeiro:



Data understanding - Cluster

- Cluster in São Paulo



Data understanding - Category

Number of Venues per Category

We observe that 69% of Venues in Coffee Shop, that mean this market have more individuals company than Groups.

This is a opportunities that groups with better quality and competitive operative prices have good chance in this market, and that there are space to grow up.

Also we can observe that Bakery and Snack Places have all most dominated by unique stores. Meanwhile Tea Room and Chocolate Shop are compose by Groups.

	Category	Total_Venues	Unique_Venues	Total_Perc	Unique_Perc
0	Coffee Shop	1610	1121	22.72%	69.63%
1	Bakery	1215	1140	23.10%	93.83%
2	Snack Place	794	723	14.65%	91.06%
3	Chocolate Shop	533	59	1.20%	11.07%
4	Sandwich Place	411	190	3.85%	46.23%
5	Tea Room	264	36	0.73%	13.64%
6	Breakfast Spot	107	101	2.05%	94.39%

Data understanding - Venue

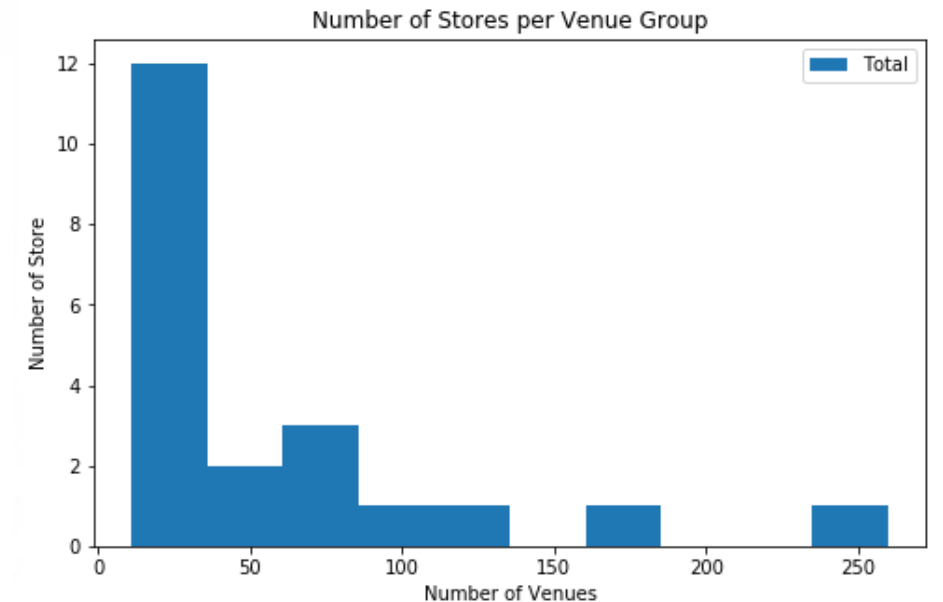
- Identified: 4934 venues
- Top 15 Venue Group – By number of Shops.
- Most of the venues Group have a few shop (less than 30). And some Groups have a very high number of shops.

Identify number of Venue per Neighborhood

location	-
Barra da Tijuca, Rio de Janeiro	154
Cidade Dutra, São Paulo	123
Jardim Ângela, São Paulo	115
Recreio dos Bandeirantes, Rio de Janeiro	96
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Campo Limpo, São Paulo	79
Jaraguá, São Paulo	76
Tucuruvi, São Paulo	75
Campo Grande, Rio de Janeiro	75
Itaim Bibi, São Paulo	66
Santo Amaro, São Paulo	58
Grajaú, São Paulo	58
Jardim Paulista, São Paulo	57
Leblon, Rio de Janeiro	56
Itaquera, São Paulo	54
Ribeira, Rio de Janeiro	53
Vila Matilde, São Paulo	52
Jardim São Luís, São Paulo	51

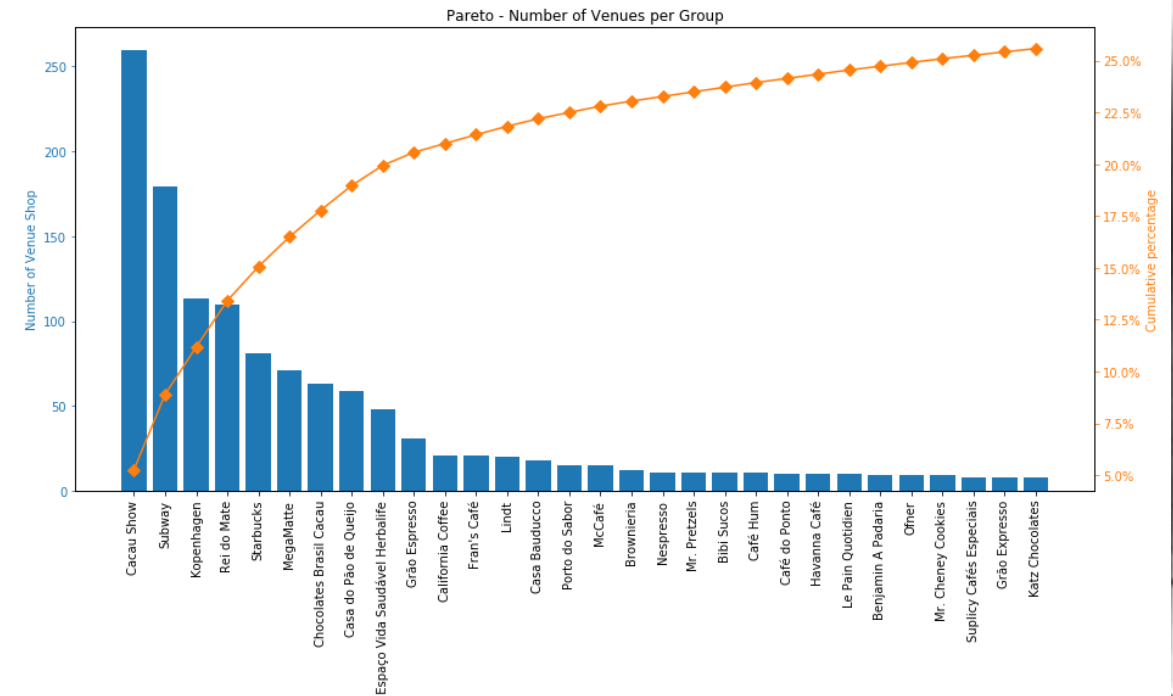
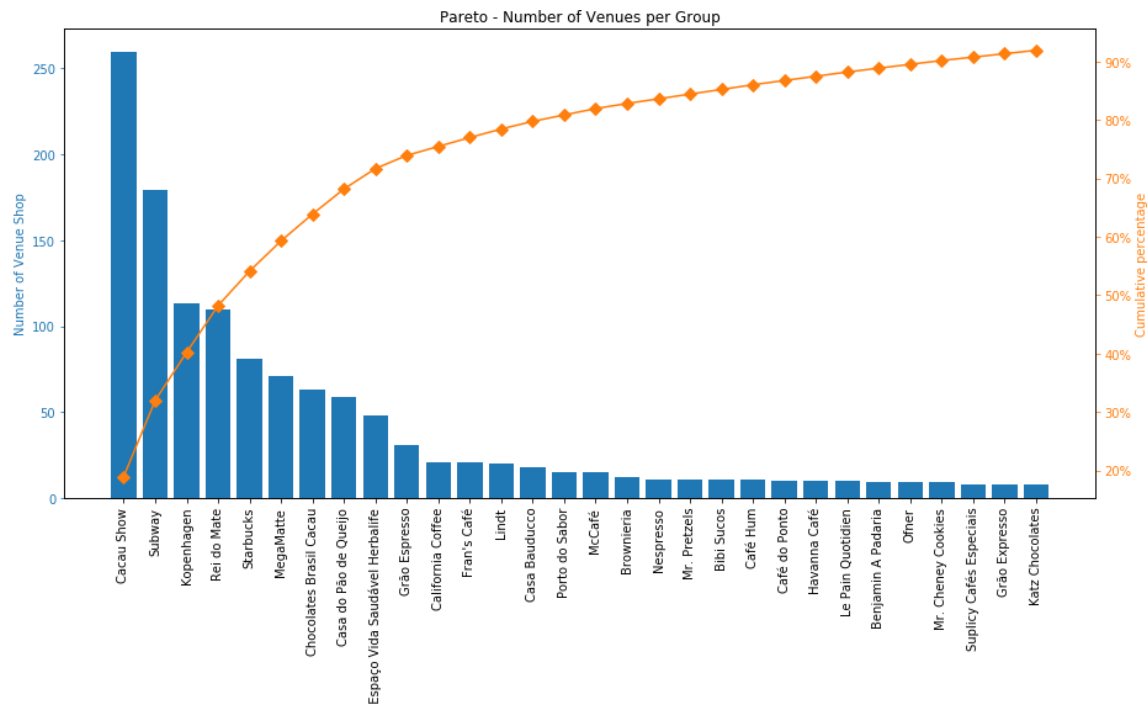
Number of Store per Venue Group:

venue	
Cacau Show	260
Subway	179
Kopenhagen	113
Rei do Mate	110
Starbucks	81
MegaMatte	71
Chocolates Brasil Cacau	63
Casa do Pão de Queijo	59
EVS - Espaço Vida Saudável Herbalife	48
Grão Espresso	31
California Coffee	21
Fran's Café	21
Lindt	20
Casa Bauducco	18
Porto do Sabor	15
McCafé	15
Brownieria	12
Nespresso	11
Mr. Pretzels	11
Bibi Sucos	11



Data understanding – Venue Groups

- The Top 30 Venue Groups represent 25% of total number of venues.
- Looking only the Venues that are in a Group with 5 or more Shops, Top 30 are 95% of Venues.



Data understanding – Venue Groups

Identify Venue Groups by number of Stores in Rio de Janeiro and São Paulo

Venue Groups by Category:

	Venue_Groups	Category	Qnt
Top			
1	Cacau Show	Chocolate Shop	253
2	Subway	Sandwich Place	179
3	Kopenhagen	Chocolate Shop	113
4	Rei do Mate	Tea Room	110
5	Starbucks	Coffee Shop	81
6	MegaMatte	Tea Room	71
7	Chocolates Brasil Cacau	Chocolate Shop	60
8	Casa do Pão de Queijo	Coffee Shop	59
9	EVS - Espaço Vida Saudável Herbalife	Tea Room	47
10	Grão Espresso	Coffee Shop	31
11	Fran's Café	Coffee Shop	21
12	California Coffee	Coffee Shop	21
13	Lindt	Chocolate Shop	20
14	Casa Bauducco	Coffee Shop	18
15	McCafé	Coffee Shop	15
16	Porto do Sabor	Sandwich Place	15
17	Brownieria	Coffee Shop	12
18	Café Hum	Coffee Shop	11
19	Mr. Pretzels	Snack Place	11
20	Nespresso	Coffee Shop	11

The venue Group with more shops are Cacau Show -

<http://negocios.cacaushow.com.br/franquia/>

Cacau show are a group of Chocolate Shop, that sell it's own brand. They are a franchise.

Second place is Subway a Sandwich Place.

<https://www.subway.com/pt-BR/OwnAFranchise>

Subway operate as franchise, and have a strong method to chose place, with good location and flow of people.

Third place Kopenhagen, Chocolate Shop –

<http://franquia.kopenhagen.com.br/>

Kopenhagen are a fancy Chocolate Shop, and have space to Coffee Shop and hot beverage. They work in Shopping Center and Street Stores. Work as franchise.

4th Rei do Mate and 6th MegaMatte – Tea Shop

<https://www.reidomate.com.br/franqueado/>

<http://megamattenegocios.com.br/>

This two franchise work with snacks and beverage, where Tea Mate served cold is the principal product, but they have a variety of hot and cold drinks. The principal snack is Cheese Bread made of cassava flour (Pão de Queijo).

They work principal as to go and with a few tables in small stores in a simple ambience.

Data understanding – Venue Groups

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9	EVS - Espaço Vida Saudável Herbalife	Tea Room	47
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11	Fran's Café	Coffee Shop	21
12	California Coffee	Coffee Shop	21
13	Lindt	Chocolate Shop	20
14	Casa Bauducco	Coffee Shop	18
15	McCafé	Coffee Shop	15
16	Porto do Sabor	Sandwich Place	15
17	Brownieria	Coffee Shop	12
18	Café Hum	Coffee Shop	11
19	Mr. Pretzels	Snack Place	11
20	Nespresso	Coffee Shop	11

5th Starbuck – Coffee Shop

<https://www.starbucks.com.br/>

World wide famous Shop Coffee that operate in Brazil, where they operate they own shops. They have a large menu of drinks, snacks and sandwich. Fancy stores, with comfortable places and feature places to clients and sell “to go”.

8th Casa do Pão de Queijo – Coffee Shop

<http://casadopaodequeijo.com.br/franquias/>

Casa do Pão de Queijo are a franchise the principal product are Coffee, and sell a variety of snacks. The principal product are based in Cheese Bread (Pão de Queijo) made of cassava flour.

9th EVS – Espaço Vida Saudável Herbalife – Tea Room

<https://oportunidade.herbalife.com.br/espaco-vida-saudavel>

This is a Herbalife store, that are focus in sell products as Shakes, Tea and supplement drinks to diet.

10th Grão Espresso - Coffee Shop

<http://www.graoespresso.com.br/franquias>

They are a franchise group focus in Coffee, cold and hot beverage. They sell snacks and sandwiches too.

Data understanding – Venue Groups

- Top 15 Venues per city.

This information we see the difference between Rio de Janeiro and São Paulo.

Rio de Janeiro have more Tea Room Shops that focus in cold drinks.

São Paulo have more Chocolate Stores, special Kopenhagen that sell beverage too, and more Starbucks than Rio de Janeiro.

Top 15 Venues per city - Identify Competition

City: São Paulo

Total venues: 2925

Unique venues: 2042

venue	Total
Cacau Show	191
Subway	94
Kopenhagen	68
Starbucks	54
Rei do Mate	38
EVS - Espaço Vida Saudável Herbalife	37
Chocolates Brasil Cacau	36
Casa do Pão de Queijo	36
Grão Espresso	28
Casa Bauducco	17
Fran's Café	17
Lindt	14
Havanna Café	10
Le Pain Quotidien	10
Mr. Pretzels	9
Sum Top 15 :	659

City: Rio de Janeiro

Total venues: 2009

Unique venues: 1345

venue	Total
Subway	85
Rei do Mate	72
MegaMatte	71
Cacau Show	69
Kopenhagen	45
Chocolates Brasil Cacau	27
Starbucks	27
Casa do Pão de Queijo	23
California Coffee	21
Porto do Sabor	15
Brownieria	12
Café Hum	11
Bibi Sucos	11
EVS - Espaço Vida Saudável Herbalife	11
Mr. Cheney Cookies	9
Sum Top 15 :	509

Data understanding - Score

Venue Score and Cluster Score

Price:

Using limited number of query in Foursquare, acquire a sample of Price information from a few Venues, and extrapolate this information to cover the Venue Group.

Category Score:

According the objective and market that the client operate, this is the categories classified score from 1 to 5.

	v_cat	cat_score
0	Coffee Shop	5
1	Tea Room	5
2	Snack Place	4
3	Chocolate Shop	4
4	Sandwich Place	3
5	Bakery	2
6	Breakfast Spot	4

Data understanding - Score

According to the idea that the Venue Groups have methodology, procedures to choose their places, the score is intended to find these places, that have more Venues that are part of a Group, and have a high ticket.

These places are have characteristic to have a high flow of people that are the client customers target.

Venue Score:

High scores venues with more shops and high price.

- 45% cat_score - Score according Venue Categorie. High value, high score.
- 5% top_n - Venue is part of the top 15 bigger Group from each city.
- 15% v_total - Number of Venues in that Group.
- 35% - Price acquiring from Venue Detail from FourSquare. More expensive high score.

Cluster Score:

Cluster with less stores and venues with high score.

- 70% Sum Venue Score
- 30% Cluster Area - Small cluster have a high score.

Result

- Top 20 Cluster in Rio de Janeiro

Cluster	venue
456	Brownieria, California Coffee, Cafe do Ponto, Padaria sao Juliao, Chocolates Brasil Cacau, Cacau Show, Padaria e Restaurante Ana Bela, Doce Massa, Rei do Mate, MegaMatte, Padaria Cyrra's
458	California Coffee, Dona Chica, Casa do Pão de Queijo, McCafé, Empada Artesanal, Macchiato Café, Brownieria, Café América, Mr. Cheney Cookies, Café Bertô, Starbucks, Cafeteria Melhor Grão, Casa Pilão, Cacau Show, Kopenhagen, Padaria da esquina, Croasonho, Mr. Pretzels, Subway, Rei do Mate, MegaMatte, Rei do Mate, MegaMatte
459	Rio Café Bistrô, Café com Bolo e Cia., Café Medina, Cacau Show, Lame Padaria e Restaurante, Panificação e Confeitaria Imperato, Rainha do Méier, Estação do Pão, Dolce Amore, Sabor do Árabe, Subway, MegaMatte, Saara do Méier, MegaMatte, Rei do Mate
469	Havanna, Le Petit Macarons, Alle Caffè, Brownieria, Café des Amis, La Fiducia, Rubro Café, Waffle Store, Café Severino, Fran's Café, Cacau Show, Kopenhagen, Cacau Noir, Katz Chocolates, Barra Bakery, Pão & Companhia, Subway, Porto do Sabor, MegaMatte
471	Freddo, Refeitório, Patroni Pizza, Coffee Shop Barra D'or, California Coffee, Café Hum, Café Tirreno, Starbucks, Brownieria, Katz Chocolates, Kopenhagen, Cacau Show, Cervantes, Porto do Sabor, Boomerang Mix, Tostex, MegaMatte, Rei do Mate, Rei do Mate
472	Brownieria, McCafé, Mr. Cheney Cookies, Viena Café, Pão & Companhia, California Coffee, Starbucks, Bacio di Latte, Kopenhagen, Chocolates Brasil Cacau, Kopenhagen, Cacau Show, Lindt, Croasonho, Porto do Sabor, Subway, Rei do Mate, EVS - Espaço Vida Saudável Herbalife, MegaMatte
499	Mr. Cheney Cookies, California Coffee, Brownieria, Café Bertô, Freddo, Casa Pilão, Cacau Show, Katz Chocolates, Apreciatti, Tostex, Rei do Mate, MegaMatte
511	Viena Snacks, Confeitaria Colombo, Suplicy Cafés Especiais, Deltaexpresso Meeting Point, Kafé, Starbucks, Palheta, Casa Bauducco, Casa do Pão de Queijo, Havanna, Tapi, Starbucks, Galeão Coffee Shop, O Melhor Bolo de Chocolate do Mundo, Kopenhagen, Chocolate Q, 365 Deli, Subway, MegaMatte, Rei do Mate
520	Macedônia Café, Cine Café & Bistrô, Café Baroni, Café Up, Café Secreto, Café Hum, Brownie do Luiz, Kopenhagen, Chocolates Brasil Cacau, Cacau Show, Pão & Companhia, Artigrano Padaria Artesanal, Confeitaria Itajai, Bar Guanabara, Big Bi, Subway, Rolé, Vossa Mercê, MegaMatte, Rei do Mate
524	BW Belgian Waffle, Momo Gelato, Starbucks, Chez Anne, Talho Café, D.R.I., Le Pain du Lapin, California Coffee, Casa do Pão de Queijo, Kopenhagen, Cacau Noir, Katz Chocolates, Beach Sucos, Sport Sucos, Da Casa da Táta

Result

- Top 20 Cluster in Rio de Janeiro

Cluster	venue
530	Arte Conventual, Nespresso, Starbucks, Mr. Cheney Cookies, Lindt, Katz Chocolates, Chocolates Brasil Cacau, Copenhagen, Cacau Show, Verde Vida, Bibi Sucos, Rei do Mate
532	Cafeína, Mr. Cheney Cookies, Starbucks, Grave, Chocolates Brasil Cacau, Copenhagen, Cacau Show, Lindt, Chocolates Brasil Cacau, Bibi Sucos
542	Brownieria, Café Hum, California Coffee, Mr. Cheney Cookies, Café do Ponto, Copenhagen, Katz Chocolates, Cacau Show, Balada Mix, Rei do Mate, MegaMatte, Abelardo Restaurante
557	Cafeína, Oficina del Gelato, Tradicional Bolos Caseiros, Brasil Virtual, Stalos Café & Bar, Starbucks, Cacau Show, Copenhagen, Chocolates Brasil Cacau, Rufo's LEV, Ponto da Bossa Nova, Kicê Sucos, Bibi Sucos, Rei do Mate, Santa Marta Gourmet, Café da Manhã
575	Grão Espresso, Universidade do Café, Boulangerie Carioca, Santorini, Nolita, Le Vin Patisserie, Starbucks, Mix Delícia, Pappa Jack, Dengo, Copenhagen
675	Cacau Show, Padaria Tropical Vista Alegre, Panificação e Confeitaria Estrela da Vila, O Necão da Vila 2, O Necão da Vila, Padaria Gênesis, Padaria Bela Havana, Estação do Pão de Brás de Pina, Padaria Esquina do Pão, Padaria da Licínio, Padaria Rio 95, Padaria e Confeitaria Riger, Tecnologia do Pão, Padaria Tradição de Vista Alegre, Padaria Pão Quente, Padaria e Confeitaria Guanabara, Panificação Vila Real, Meriti Burguer, Bar do Gaucho Lobo Junior, Tita Lanches, Psiu Lanches, Cantina do Getúlio Vargas, Ravis, Subway, Subway
694	padaria brundi, Pastamix, Lanchonete FEUC, west coffe, Cacau Show, Padaria Flor do Sacramento, Padaria Silber, Padaria Princesinha do Pré, Mercado SuperRede, Padaria do Chicão, Tucanos Burgue, Açaiteria strong, La Creperie, Cantina do Itamar, Açaí do Aleks Lanches, Praça do Moinho, Mello's Burg, Subway, Rei do Mate
760	Armazém do Café, Limas Café, Armazém do Café, Casa do Pão de Queijo, La Cantine Café, Empório Jardim na Praia, Le P'tit Café, Bendito, Alessandro & Frederico Café, Nespresso, Grão Espresso, C'est un café, Ipanema Café, Café Hum, Cacau Noir, Chocolate Q, Copenhagen, Chocolates Brasil Cacau, Boulangerie Guerin, Natural & Sabor, MegaMatte
763	Muguet Café, Sfera, Bendito, Web Now Internet Access - Cyber. Café, Cafeína, Mundo Virtual Lan House, Copenhagen, Cacau Noir, Cacau Show, The Bakers, Apolo XI Confeitaria, Dona Empada X, Big Bi, Catarina Doces & Salgados, Posto 3 Botequim, Big Bi, Montagu Sanduicheria, Rufo's Sucos e Lanches, Rei do Mate, EVS - Espaço Vida Saudável Herbalife, MegaMatte, Big Mate, Rei do Mate, Deliz Delícias Caseiras, Meloá
768	Vero Gelato Pizza e Café, Armazém do Café, Empório Grão & Cia, Bendito, Starbucks, Cafeína, Copenhagen, Chocolates Brasil Cacau, Cacau Show, The Bakers, Confeitaria e Lanchonete Ipanema, Beach Sucos, Big Bi, MegaMatte, Gringo Café

Result

- Top 20 Cluster - Rio de Janeiro



Result

- Top 20 Cluster in São Paulo

Cluster	venue
0	Nespresso, Casa Bauducco, Starbucks, Brigaderia, Havanna Café, Ofner Express, Mr. Cheney, Ofner, Café Anália, Kopenhagen - Quiosque, Vanilla Caffè, Café do Ponto, Lindt, Cacau Show, Kopenhagen, Subway Analia Franco, Subway
10	V. Café, Nespresso, Starbucks, Havanna Café, Starbucks, Casa Bauducco, Ofner Express, McCafé, Café Viena, Munik Chocolates, Viena Café, Chocolates Brasil Cacau, Kopenhagen, Lindt, B.LEM Portuguese Bakery, A Padoca, Suco & Cia, Mundo Verde
20	DUO Café & Comidinhas - Galeria Metrôpole, Sotto Café, 365 Bar, Café Galicia, Modernista Coffee Stories, Café Floresta, Via Roosevelt, Yellow Mais Café, Starbucks, Aroma Bistrô & Café, Giramondo Caffè, Little Rock Coffee, Por um Punhado de Dólares, Vinil Retrô Cafeteria e Tabacaria, Magg Café, Buono Caffè, Cacau Show, Cacau Show, Cacau Show, Mundo Pão do Olivier, Santa Efigênia Pão & Cia, Lanchonete e Restaurante da Cidade, Estadão Bar & Lanches, Z Deli Sandwiches, Marajá
28	Divernet Lan House, Starbucks, Di Cunto, Casa Bauducco, Grão Espresso, Grão Espresso, Casa do Pão de Queijo, Cacau Show, Cacau Show, Kopenhagen, Padaria Lisboa, Benjamin A Padaria, Casa do Pastel, Esfiha Chic, Subway, Rei do Mate, EVS - Espaço Vida Saudável Herbalife, Aldeia Café Bar, Coffee Shop Brazil
43	Ofner, Amor aos Pedacos, Nespresso, Casa Bauducco, Starbucks, Octavio Café, Cacau Show, Kopenhagen, Lindt, Mr. Pretzels, Piadina Romagnola, Rei do Mate
44	Café Árabe, Mokaflor Café & Tabacaria, Al Latte, Nespresso, Manioca, Cacau Show, Chocolate Brasil Cacau, Lindt, Kopenhagen, Stefan Behar Sucré, Cacau Show, Chocolat du Jour, Benjamin A Padaria, A Quinta do Marquês, Lanchonete Carimã, Frevo
45	Starbucks, Empório Arte Nata, Cine Café Fellini, La Guapa, Urbe Café Bar, Athenas To Go, Soul Café, Starbucks, Cacau Show, Cacau Show, Chocolates Brasil Cacau, Cacau Show, Bella Paulista, Segredos de Minas Café, Mate Por Favor, Frevo, BH Lanches
52	Ofner, Comedoria, Havanna Café, Caffè Ristoro, Café Garagem, Sofá Café, Starbucks, Starbucks, Kopenhagen, Kopenhagen, Lindt, Cacau Show, Padaria Gêmel, Le Pain Quotidien, Filhos da Fruta, Croasonho, Porto Caires, Ponto Chic, Bolados Sucos, Talchá
55	Starbucks, Havanna Café, Grão Espresso, Brazucafé, Ofner, Casa Pilão, Café Do Ponto, Kopenhagen 1o. Andar, Kopenhagen Jardim Sul (2º piso), Compagnia del Caffè, McCafé, Grão Espresso, Per Voi Café, Café do Ponto, Amor aos Pedacos, Casa Paris, Cacau Show, Kopenhagen, B.LEM Portuguese Bakery, Mr. Pretzels, Subway
58	Fran's Café, La Guapa, Made By Nina, True Coffee Inc., Starbucks, Colher de Mel - Pães e Doces sem Glúten, Café.com Biscoito, Cacau Show, Kopenhagen, Kopenhagen, Padaria Leiriense, Berrini Tapioca Açaí, Lanchonete Novo Brooklin, Baronesa, O Santo Sanduíche, EVS - Espaço Vida Saudável Herbalife, Lucca Italian Casual

Result

• Top 20 Cluster in São Paulo

Cluster	venue
91	Grão Espresso, Viena Café, Scada Café, Starbucks, Havanna Café, Casa Bauducco, V. Café, Casa do Pão de Queijo, Café 1914, Fran's Café, Copenhagen, Lindt, Brigaderia, McDonald's, Subway, Rei do Mate
101	Divina Rosa, Delicious Doceria, Kofi & Co, ISABIÊ ATELIÊ & CAFÉ, Espaço Booker Café Gourmet, Fran's Café, Casa do Pão de Queijo, Bolos da Cecília, Fran's Café Station, Coffee Break, Amor aos Pedacos, Damasco Doce, Cacau Show, Chocolate da Chácara, Munik Chocolates, Copenhagen, Benjamin A Padaria, Sampa Burger, Lanchonete e Restaurante D'artagnan, Divinu's Boulevard
121	Pão de Queijo, Casa Bauducco, La Guapa, Nespresso, Cristallo, Esch Café, Tartuferia San Paolo, OCabral Café, Habitual Coffee & Brunch, Petit Paris 6, Chocolat du Jour, Carole Crema, La Compagnie du Chocolat, Le Pain Quotidien, Padaria Juliet, Dengosa Pães & Doces, Lanchonete da Cidade, Z Deli Sandwich Shop, Bar Balcão, Doce Mania
144	Suplicy Cafés Especiais, Casa Bauducco, Café Donuts, Cacau Show, Casa do Pão de Queijo, Starbucks, Café Do Ponto, Cacau Show, Copenhagen, Mr. Pretzels, Subway, Rei do Mate
218	Munik Chocolates, Bangkok Cafe, Juva Café, Amor aos Pedacos, Chocomundo, Copenhagen, Cacau Show, Padaria Jupan, Padaria Monte Líbano, Grano Mooca, Padaria Maria Luiza, Zio Pasquale, Subway, Subway, EVS - Espaço Vida Saudável Herbalife, Fada Farinha
361	Cafeteria Makro, McCafé, Casa Bauducco, Cyber Tricolor, Restaurante, Café Paineiras, Cacau Show, Cacau Show, Cacau Show, Pães e Doces Center Chic, Panificadora e confeitaria Preferida, Padaria Pessegueiro, Padaria Quintas do Morumbi, Burger King, qtuts, Sabor Irresistível Fast Food, Baff's SPFC, DNA Natural, Assobio Lancheteria
365	Gourmet Bar by Novotel, Ateliê Dona Formiga, Quest Lan House, Quinta do Grão Cafeteria, Cacau Show, Munik Chocolates, Pá D'Ouro, Estado Luso Pães e Doces, Casa de Pães Jardim São Paulo, Padaria Itaicy, Panetteria Conceição, Mirante Pães e Doces, La Brunet, Padaria Copacabana, McDonald's, Comedoria, Kroke Salgados, Pastel da Maria, Praça de Alimentação-CIOSP, Lanchonete Guébolls - Riachuelo Matriz, Mobi Hamburgueria, Subway
381	Ouro Verde Cafeteria, Cafeteria Iva, Black & White Coffee, McCafé, Megamatte, Coffe Prime, Bole Bole Salgados, Império Café Bar, Mercadinho e Restaurante Tamaki, Sprinter Panificadora, Estrela do Savoy, Padaria Dom Luiz, Boutique do Pão, Panificadora Fazenda do Carmo, Pães e Doces Rio das Pedras, Padaria Célia, Padaria Doce Villa, Padaria Irmãos Fonseca, Cardal Pães e Doces, Padaria Karina, Lanchonete Açaí Mania, Kombeer, Point Sem Saida, Batata's, Sanduicheira Big Primos
386	Coffee Place, Casa do Pão de Queijo, Café de Casa, Cacau Show, Cacau Show, Cacau Show, Cacau Show, Copenhagen, Padaria Ilhamar, Padaria São Fernando, Padaria São Sebastião, Dona Deôla, Supermercado Bonanza, Padaria Adriana, Pães e Doces Varella, Padaria Daniela, O Cachorrão, Panificadora Karol, Dutras Restaurante & Bar, Montanha Burger, Padaria Buffet Dos Pães
402	Doce Clara Cafe, Grão Espresso, Lanchonete (Kombi) do Mineiro, Doceria Nevada, Casa do Pão de Queijo, Sofá Café, Casa do Pão de Queijo, Cacau Show, dona lena padaria, Padaria Santo Trigo, Padaria Solar Center, Padaria Sines, Panificadora Belfort, Padaria Bom Vizinho, Padaria Sol Maior, Padaria Jardim das Oliveiras, Padaria Thalita, Mc Deia, Oca Tapioca e Lanchonete, empório sakamoto, Coco e Açaí Sabará, Chalé Docile, Subway, Rei do Matte

- Top 20 Cluster in São Paulo

