Bubble Tea Report (Working Title)

Introduction

A young couple wants to open a bubble tea shop in New York City, and are looking for the most strategic location for one based on competition and local demographic. The goal is to spread the love of bubble tea beyond the Asian community; the intent is to find areas with a relatively low density of bubble tea shops but with a noticeable Asian population to have an initial customer base to grow from.

Data

To complete this task, we will leverage census as well as Foursquare location data to determine optimal neighborhoods to open the business.