1. ***A description of the problem and a discussion of the background. (15 marks)***
    a. Clearly define a problem or an idea of your choice, where you would need to leverage the Foursquare location data to solve or execute. Remember that data science problems always target an audience and are meant to help a group of stakeholders solve a problem, so make sure that you explicitly describe your audience and why they would care about your problem.
    b. This submission will eventually become your Introduction/Business Problem section in your final report. So I recommend that you push the report (having your Introduction/Business Problem section only for now) to your Github repository and submit a link to it.
2. ***A description of the data and how it will be used to solve the problem. (15 marks)***
    a. Describe the data that you will be using to solve the problem or execute your idea. Remember that you will need to use the Foursquare location data to solve the problem or execute your idea. You can absolutely use other datasets in combination with the Foursquare location data. So make sure that you provide adequate explanation and discussion, with examples, of the data that you will be using, even if it is only Foursquare location data.
    b. This submission will eventually become your Data section in your final report. So I recommend that you push the report (having your Data section) to your Github repository and submit a link to it.

A description of the problem and a discussion of the background. (15 marks)

Coffee shops are a popular small business opportunity because of their low startup costs and high profit margins. First forays into a new market must pay close attention to anticipated traffic and demand and potential competitors, as well as make relationships with local vendors and suppliers. A profitable shop looking to expand can leverage its localized success and recognition, but risks cannibalizing its own market share. Such an enterprise business must ask where to expand with the highest possibility of success. This project seeks to examine the existing business locations of a particular coffee chain and select a city and neighborhood for expansion that best matches past success.

La Colombe is coffee chain with 30 cafes, 3 roasteries, and a thriving wholesale and direct-to-consumer business. We will seek to characterize similarities between the 7 existing markets and choose a US city that has similar characteristics. We will then nominate any neighborhoods within that city that are good candidates for expansion. This type of analysis could be generalized to any enterprise restaurant looking to expand to new markets.

A description of the data and how it will be used to solve the problem. (15 marks)

The data for this analysis will be a combination of national and local data. First, we will analyze city-specific data from the US Department of Commerce to compare candidate US cities to current La Colombe markets. We will then use Foursquare venue data about those markets and the candidate cities to analyze the potential market for a new coffee shop and the existing competition.

Data Sources (Unformatted)

US Census Bureau: Economic Indicators

Monthly Retail Trade, Main Page - US Census Bureau

Census - ***Per capita income by county***

https://foursquare.com/