

Coffee Shop Site Selection in Paris

Introduction

For many of us, the first thing we do in the morning is taking a coffee or thinking where we can get our day first coffee. That fact makes coffee a valuable product which appears as the 107th most traded, according to [OEC](#) (Observatory of Economic Complexity).

In France, people consumed around 366 thousand tonnes of green coffee which represents 13% of European Union green coffee consumption in 2015, according to [European Coffee Confederation](#). Based on these data, every person consumed 5.1kg during the same year.

Data shows that coffee consumption is important and still growing for the France market. This leads to the conclusion: it's not a bad time to open coffee shop and be part of this large business. In order to make this business successful, it is critical to choose the right coffee shop site where an important customer base exists.

The objective of the study is to provide an information map that can help to choose at which neighborhood is better to open a coffee shop in Paris.

The criteria used to select a site are the following:

- Median household income: target high income households
- Population density: dense neighborhoods would have more potential customers
- Employee base: neighborhoods with more offices and industrial sites would have more potential customers.
- Employment status: neighborhoods with high employment rate are preferred
- Competitors: neighborhoods with less competitors are preferred

The criteria list is non-exhaustive. I choose only the above criteria due to the lack of data. For instance, it is possible to include vehicle traffic in the neighborhood.