

Introduction

Bubble tea, alternatively known as Boba, is a popular choice of drink among students and young adults [1][2]. In metropolitan cities, bubble tea shops have been populating the streets to take advantage of this trend. London has a high student population, due to the many universities and higher education institutions, and high tourism, which lead to a perfect environment for this trending drink. Place with high tourism have already been populated with bubble tea shops, but the areas near student populations have not been explored.

Business Problem

The objective of this project is to analyze and suggest the best locations for a new bubble tea shops in London, United Kingdom. As students and young adults are the primary consumers of bubble tea, the focus will be around universities and higher education institutions in Inner London.

Audience

This research will be useful for any individuals who are interested in opening a bubble tea shop in Inner London, specifically targeting the student population. It may also benefit individual looking to understand factors in the combustion rates of bubble tea by students in Inner London.

Data

The following will be used:

- List of higher education intuitions and their number of students, taken from Higher Education Statistics Agency (HESA), to determine which intuitions to analyze based on student population. [3]
- List of higher education intuitions' addresses, taken from Office for Students, to be converted into latitude and longitude coordinates [4]
- Bubble tea/Boba shop data retrieved from the Foursquare API.

Methodology

[1] <https://beveragebusinessworld.com/latest-news/why-is-bubble-tea-taking-the-uk-by-storm-25-02-2019/>

[2] <https://www.socialstandards.com/blog/boba-bubble-tea-consumer-trends#:~:text=Boba%20is%20highly%20dependent%20on,the%2090th%20percentile%20for%20boba.>

[3] <https://www.hesa.ac.uk/data-and-analysis/students/where-study>

[4] <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>