**Introduction/Business Problem:**

A new local Coffee shop chain company, namely Haci Turkish Coffee, Turkey has been trying to establish new coffe shops in attractive places in Istanbul for the first time. As Istanbul is the richest and crowded city of Turkey, they would like to attack different locations. But they don’t know where to open new coffee shops, so they need to define criteria for coffee places like attractive places even near existing coffee shops. Since they can not open a new coffee shop everywhere, they need to target places in clusters.