Introduction to Coursera Applied Data Science Capstone Project – Week 3

Our client, Celby Coffee Inc., wants to open a storefront for their own line of coffee. Over the past ten years, they have been selling their premium coffee as a vendor to major marketplaces. Now that they have significant brand recognition, the want to realize their dream of creating a quirky coffee shop as a space for people to gather and enjoy their product.

After doing some research, they have found potential sites for their shop in downtown areas of two cities, Spokane and Boise. Both cities are equal distance from where the client lives now, have similar size populations and similar rental fees. The client would now like our help in determining which of these two cities areas is better for opening their first coffee shop.