CAPSTONE PROJECT –

TEA ROOMS IN NEW YORK CITY

Introduction

New York, the Big Apple, is a famous city for travelling, working, and exploring. It is the most ethnically diverse, religiously varied, commercially driven, famously congested, and, in the eyes of many, the most attractive urban centre in the country. There's no other city has contributed more images to the collective consciousness of Americans: Wall Street means finance, Broadway is synonymous with theatre, Fifth Avenue is automatically paired with shopping, Madison Avenue means the advertising industry, Greenwich Village connotes bohemian lifestyles, Seventh Avenue signifies fashion, Tammany Hall defines machine politics, and Harlem evokes images of the Jazz Age, African American aspirations, and slums.

Based on The Research Unit at NYC & Company, in 2018 there were 65.1 million travelers visiting New York City, both domestic and international visitors reached new highs. This is also the ninth straight annual increase since the economic slowdown in 2009: over the 2010-2018 periods, travel volume gains averaged 4.2% per year, rising from 48.8 million to 65.1 million. *M*ost of those folks came from other parts of the United States, but in terms of visitors outside the U.S., the biggest numbers of tourists from Great Britain (1.24 million) and China (1.1 million).

Problems

Some friends of mine, who are running tea related business together, are curious about the handmade tea in New York since some handmade tea brand, such as Sharetea, Kung Fu Tea, Coco…etc are famous and popular in Asian countries. They are thinking about either setup a handmade tea room or luxury tea room with modern decoration. They'd like to know some questions below:

- How many Tea Rooms in New York City?
- Which areas have the most Tea Room?
- How's their rating?
- Which will be the potential area if they want to open Tea Room?
- Which will be the potential area if they want to open luxury tea room with modern decoration?

天仁茗茶
TenRen's TEA

愿茶®
MÖGE TEE

貢茶
Gong cha

KING 皇茶 TEA

T2

THE FINEST TEAS OF THE WORLD
1837
TWG
TEA
GRANDS CRUS PRESTIGE

Share it, drink it ~loving it!
- STYLE -
Sharetea
EST.1992 TAIWAN
Bubblicious

Chatime

teazzi
TEA SHOP

50嵐

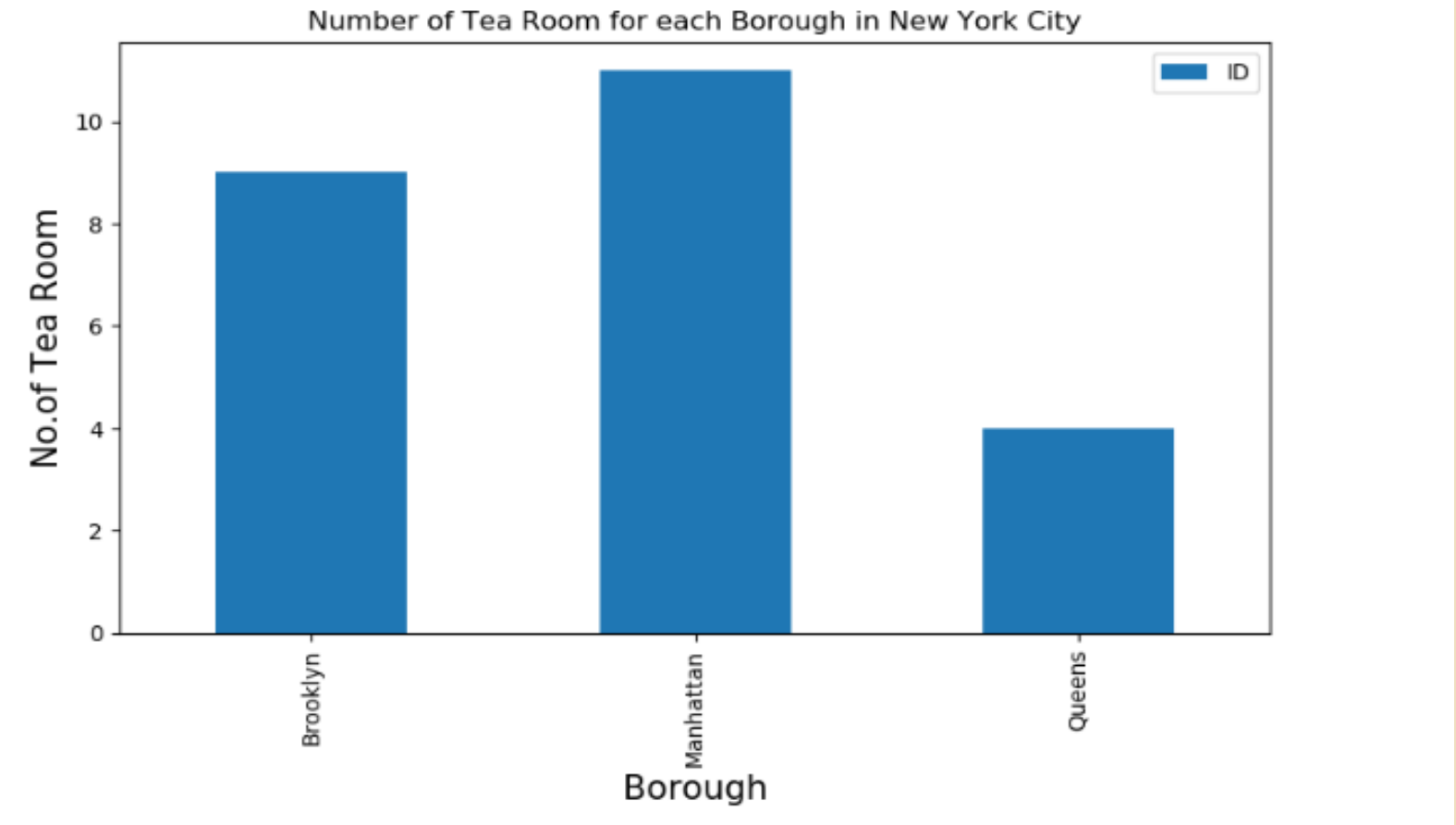
Tea is an aromatic beverage commonly prepared by pouring hot or boiling water over cured leaves of the Camellia sinensis, an evergreen shrub (bush) native to East Asia. After water, it is the most widely consumed drink in the world. There are many different types of tea; some, like Darjeeling and Chinese greens, have a cooling, slightly bitter, and astringent flavour,while others have vastly different profiles that include sweet, nutty, floral or grassy notes.

With new generation's fast change of taste, handmade tea related drinks has also changed a lot in order to attract different customer segments.

How's current tea related shops in New York?

https://en.wikipedia.org/wiki/Tea

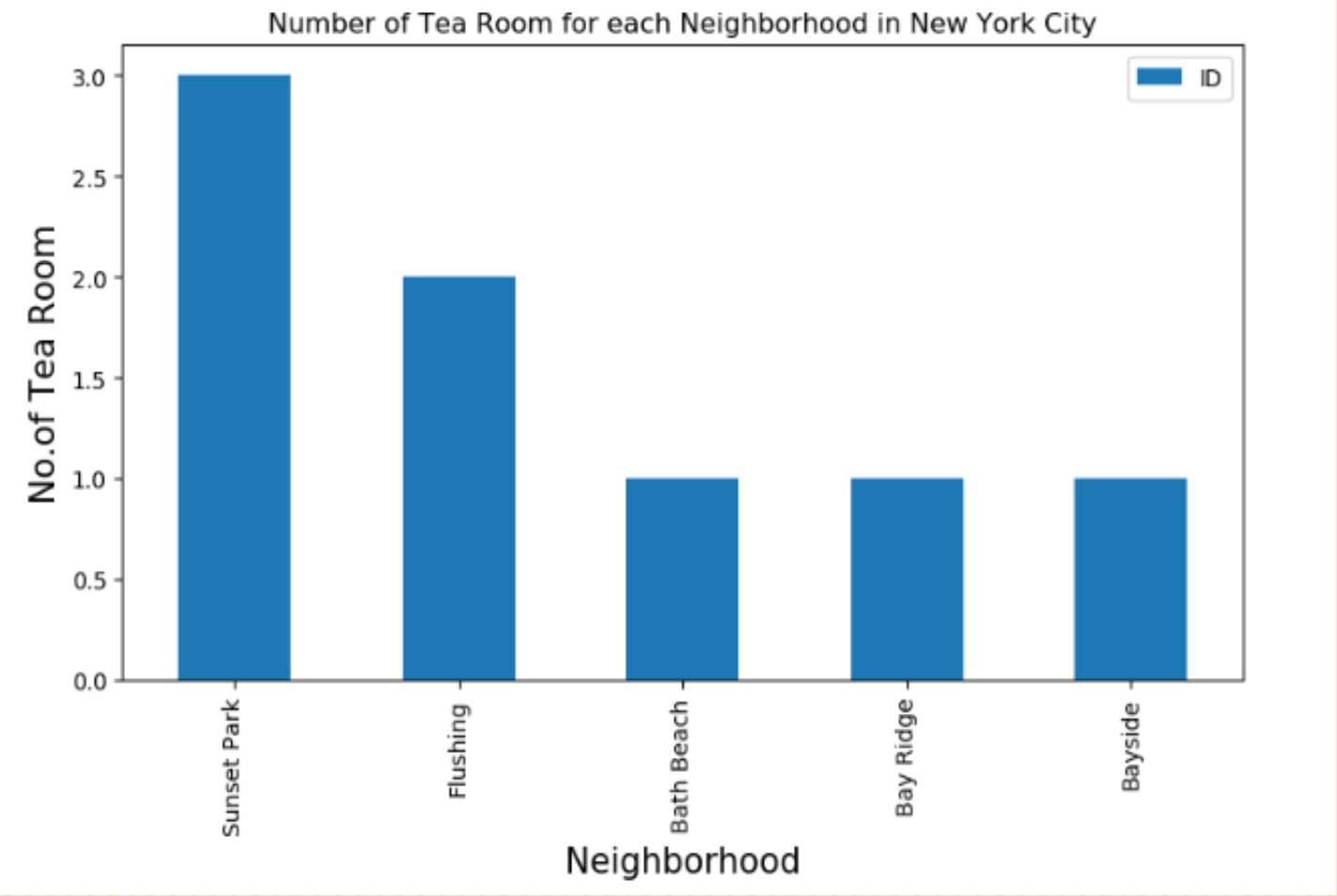
Number of Tea Room for each Borough in New York City



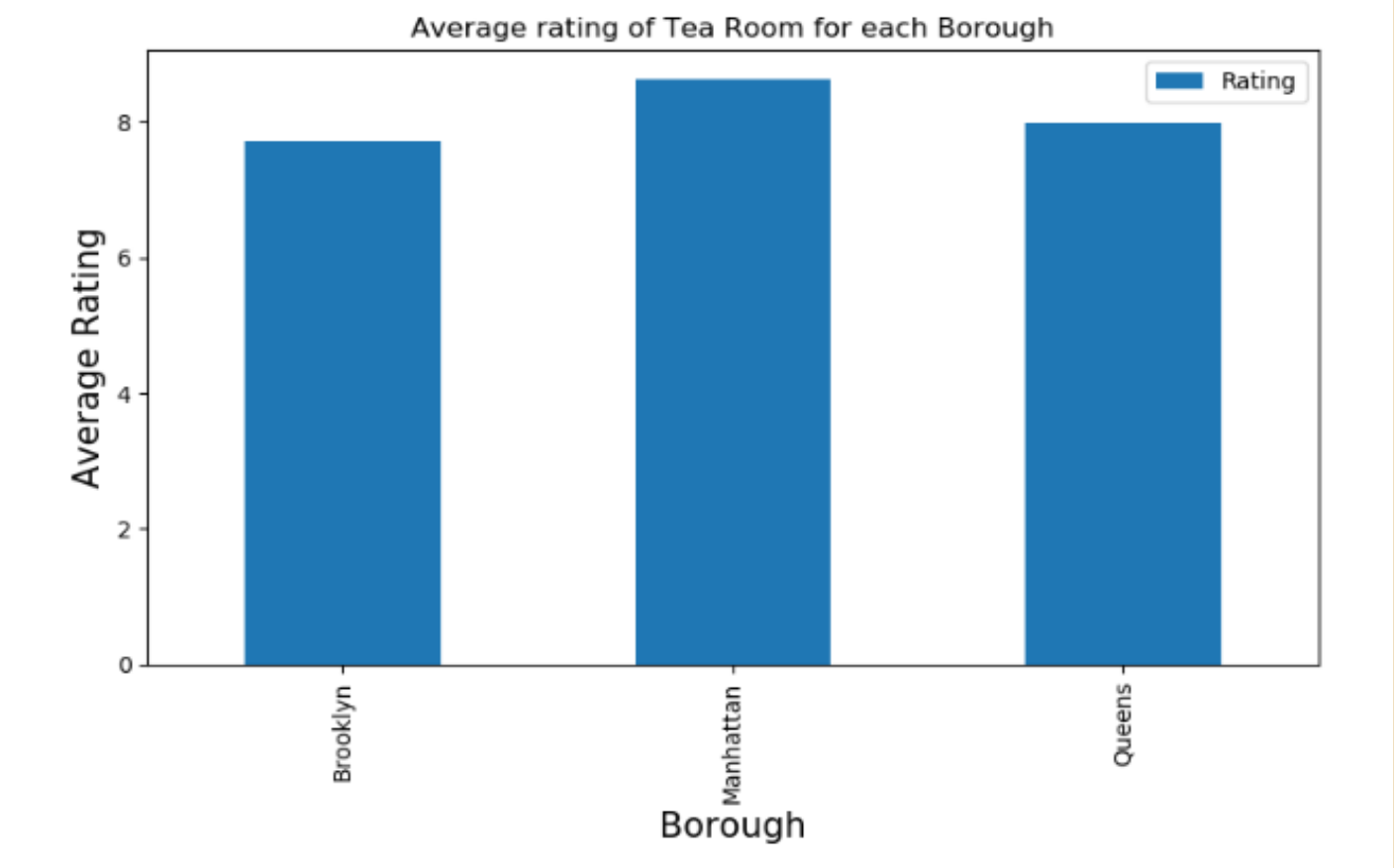
Number of Tea Room for each Borough in New York City

- 24 Tea Rooms in New York City, including
- 11 in Manhattan,
- 9 in Brooklyn and
- 4 in Queen
- Manhattan has the most number of Tea Rooms

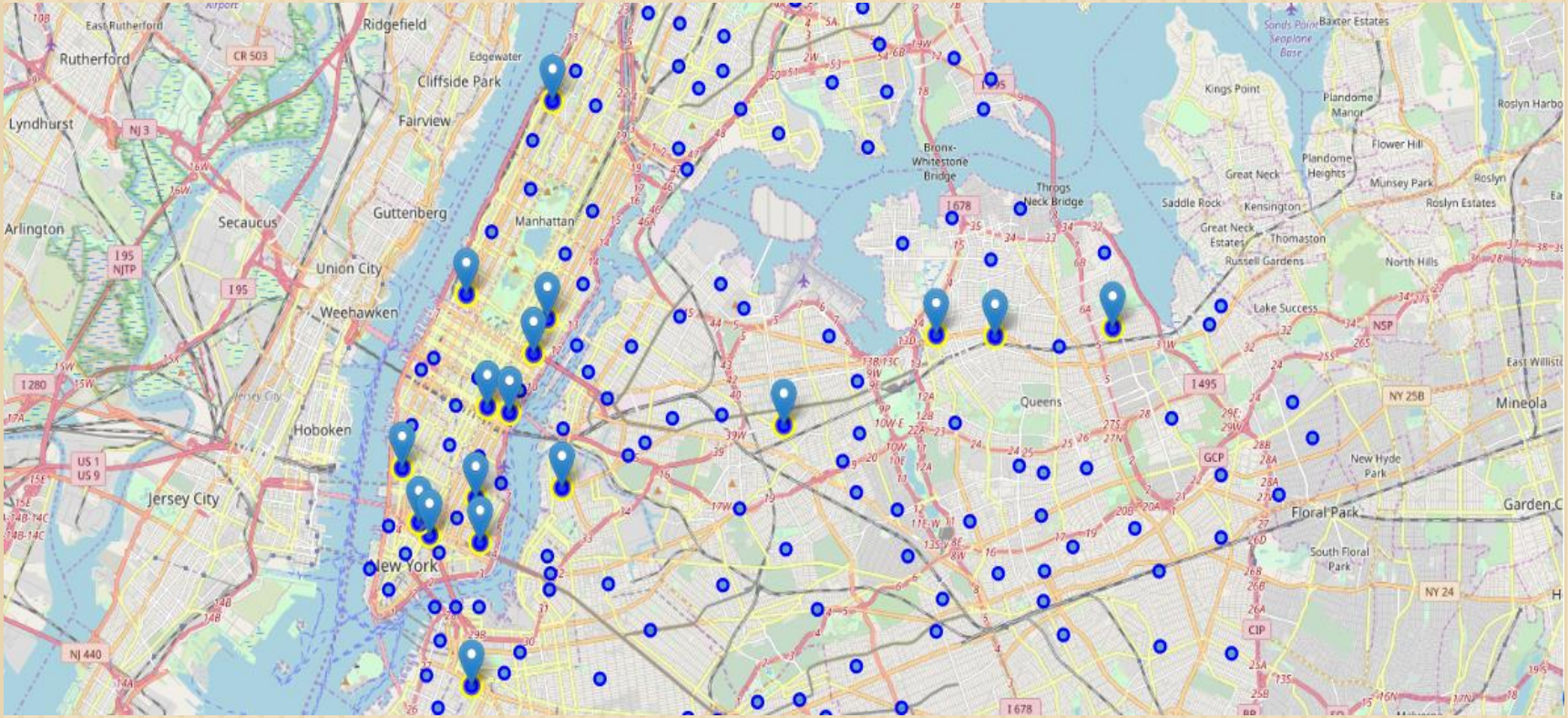
Number of Tea Room for each Neighborhood in New York City



Average Rating of Tea Room for each Borough



Map of Tea Room with rating above 7.0



Conclusion

- There are 24 Tea Rooms in New York City; 11 in Manhattan, 9 in Brooklyn and 4 in Queen.
- The density of Tea Rooms is quite low compared with the amount of visitors in New York.
- The average ratings of those Tea Rooms in the 3 Boroughs are not much different between 7.7 ~ 8.6.
- The potential areas for opening the Tea Rooms or luxury Tea Rooms would be Manhattan and Brooklyn since the amount of Tea Rooms is quite low.

Brainstorm / Limitation

- This data didn’t compare rental, cost of setup tea rooms or agency fee of brand.
- People’s taste preferences are different due to culture, habit, ages, or even fashion. These data are unavailable so these variables can’t be compared.
- Those data of Tea Rooms only contain shops having physical address. However, mobile food vendors also one of the methods to provide handmade tea products.
- The accuracy of data depends purely depends on the data provided by FourSquare.