

Final Report: Coffee, The Magic Potion & Starbucks in NYC –

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Introduction

There is this great beverage, that makes everything better. The world becomes more brighter and the people less horrible. This magic potion called coffee.

While kids should avoid coffee in their early age, adults should and will seek for it in every turn of their lives. One of the first things most adults' drinks after waking up is coffee. And while there is no doubt the most cost-effective cup of Jo is espresso, some prefer a more moderate aspect of the magic potion, and in order to answer their need they are turning to the local coffee place.

But where can you find the most relevant coffee location in your area? Will it be just around the corner or you might have to walk miles and miles to get this amazing beverage?

In order to help the people which will visit the Big Apple, (aka-New York City), the need to locate each of one of the most reliable coffee shops for the newcomer will be created- that is the Starbucks of New York. Now, it is true that perhaps Starbucks are not "the best" coffee place, but it will still have the ability to provide the needed shot of caffeine to the usual addict.

As stated before- the main problem I will face in this project is how to find the Starbucks existing in NYC. For this I will use data available of all the locations of Starbucks in NYC and creating a map pinpointing each and every one of them.

Data and analysis

As stated in the introduction: the main problem I will face in this project is how to find the Starbucks existing in NYC. For this I will use data available of all the locations of Starbucks in NYC and creating a map pinpointing each and every one of them.

In order to solve my problem (finding the location of the magic potion- coffee in New York City) I will use the data of all the Starbucks in the city. The data I will use, which is a Json file, includes the following:

- address of such locations,
- the ID's of the Starbucks,
- confirming the location is in NYC,

and finally, and most importantly,

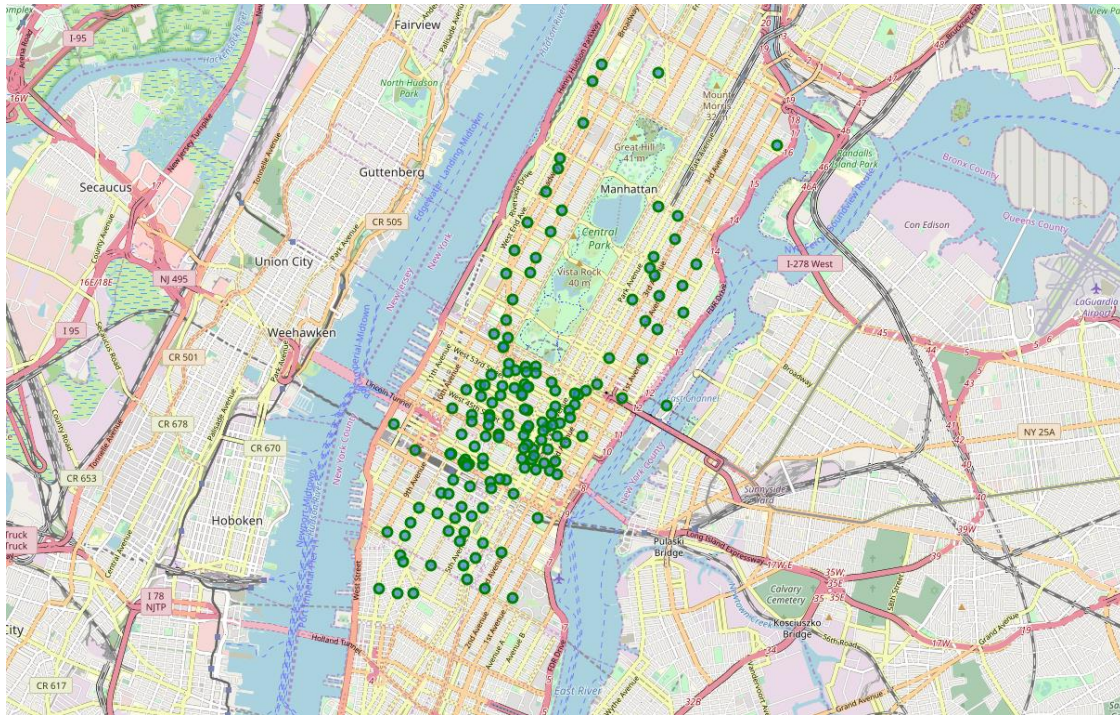
- the Starbucks coordinates (Latitude and Longitude).

This data will be used to create a folium map, with markers, showing the locations of each NYC Starbucks. Before using the data, I will check the data is accurate and includes all the correct information needed for my analysis. Action must be done in order to make the data available for analysis. Finally, a map of all Starbucks in NYC will be presented to allow the common visitor to locate the nearest shop to her/his location.

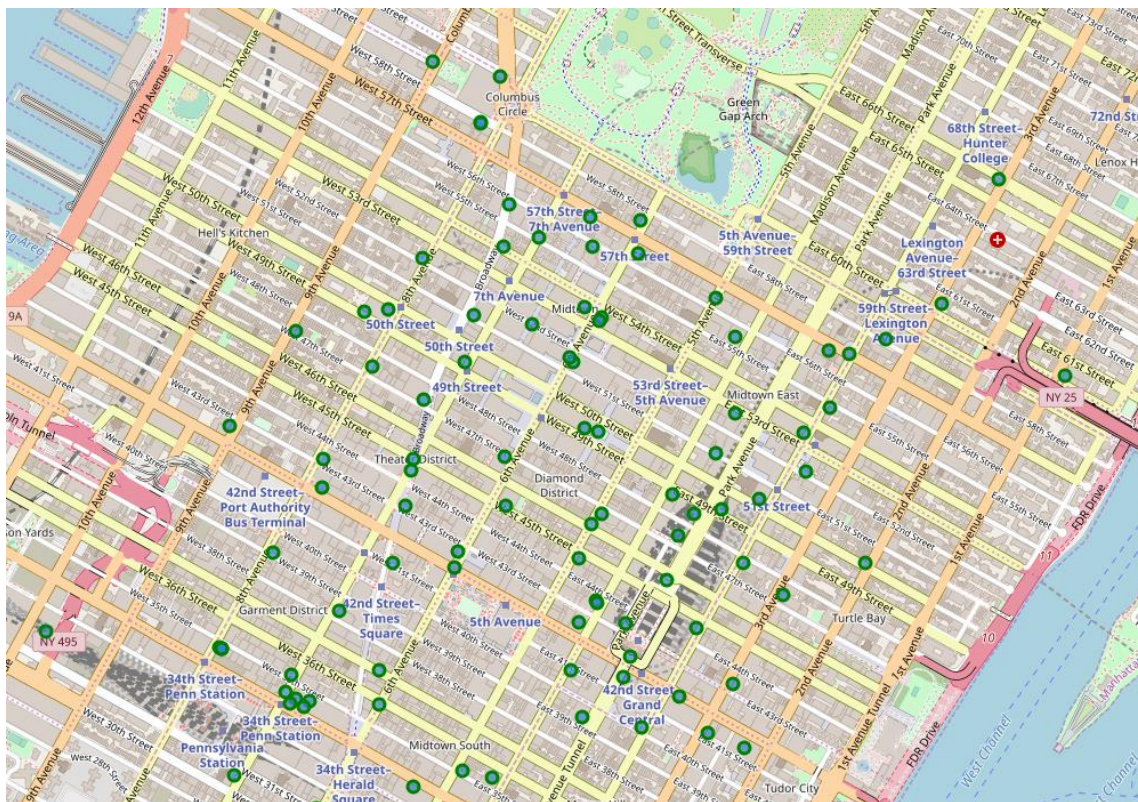
The data will be read into a Jupyter Notebook in order to run the relevant and needed analysis.

Methodology

This section shows the main results of the above description of the analysis of the Starbuck data in New York City. The first Map represent all the Starbucks in NYC. The second map shows the area with the highest number of Starbucks in a specific location.



Map 1. Starbucks in NYC.



Map 2. Starbucks in Midtown/Times Squares.

Results

Most of us upon starting the day will search for this amazing potion. And while we might know where will be the best place to go and have a cup of coffee in our own town, where should you go in NYC if you want to try the nearest Starbucks? As we can see from this analysis, the area with the highest number of Starbucks location is between Time's Squares and Central Park. With this information, we can recommend anyone who wants to be as close as possible to a Starbucks while visiting NYC, that he or she should try and be as close as possible to Time's Squares/ or to south end of Central Park

I hope that is report will help you and other to always remember, Coffee is the definition of Magic. It's a potions made of magic beans that brings people to life every morning.