

The best city to export coffee from Guatemala

Max de León

The value of knowing where to export

Guatemalan coffee is recognized worldwide for its quality and flavor. Much of this coffee is produced by small producers and then sold to large companies to export.

From this situation an idea is born to support all these small producers and that they can take their product as a community abroad without having to work with another individual, by doing this they can earn much more money than by selling it to large companies.

Description of the data

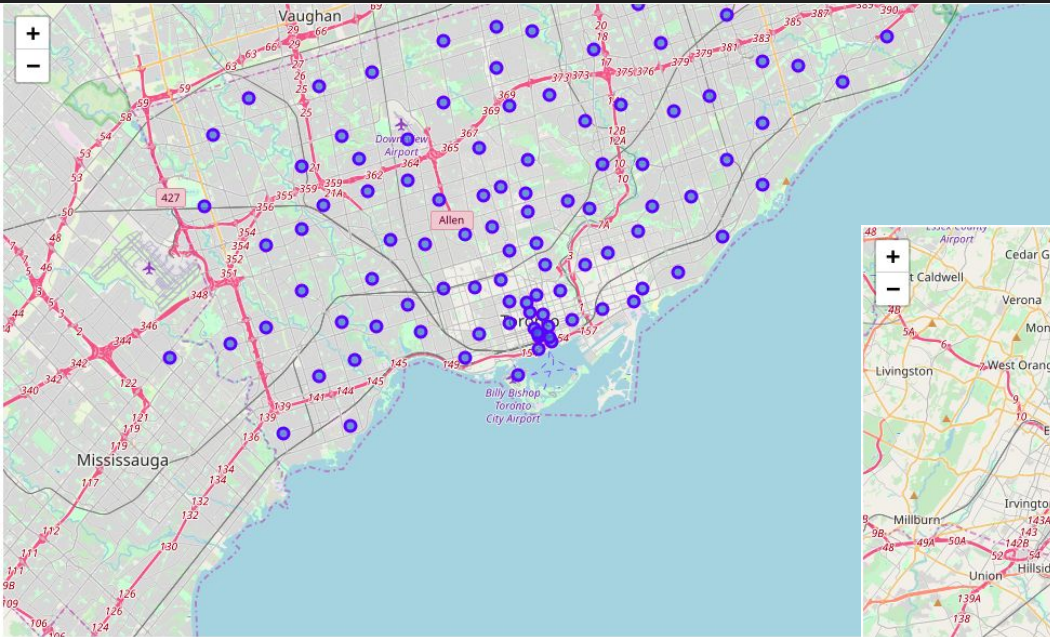
Take the data from Toronto city [List of postal codes of Canada](#).

Take the data from New York city [List of postal codes of New York](#).

For this project also use the information from Foursquare API to know more information from the cities to study, with that we can determine if a coffee shop is the most common store in specific neighborhood.

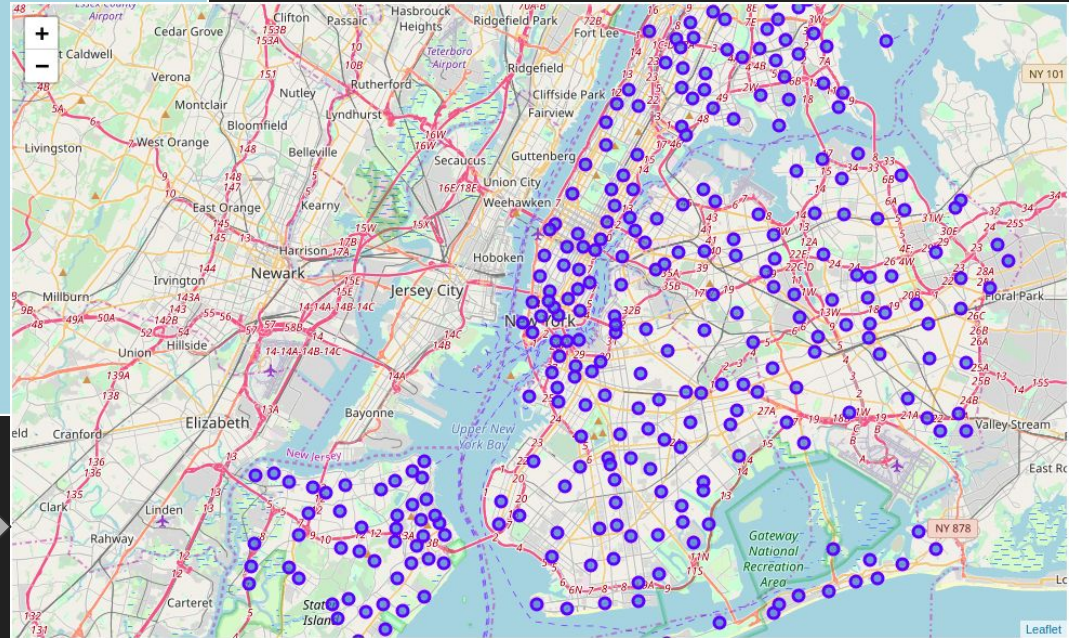
Use the category ID in Foursquare was used only for restaurants “4d4b7105d754a06374d81259”.

The points to analyze for each city

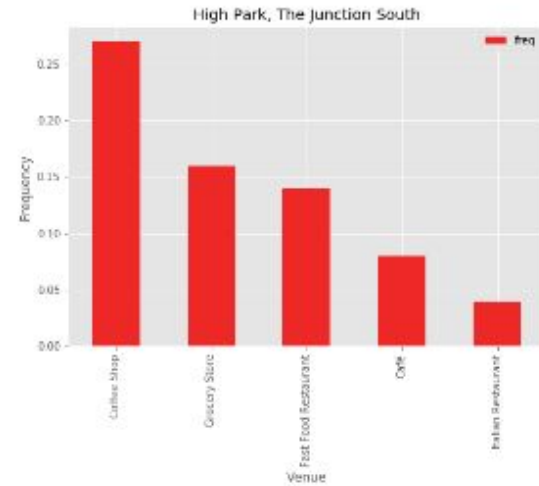
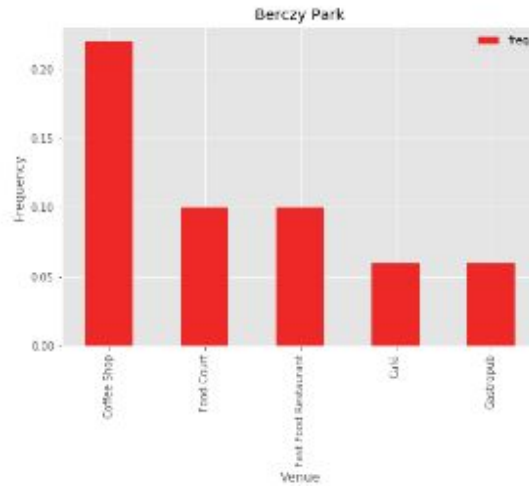
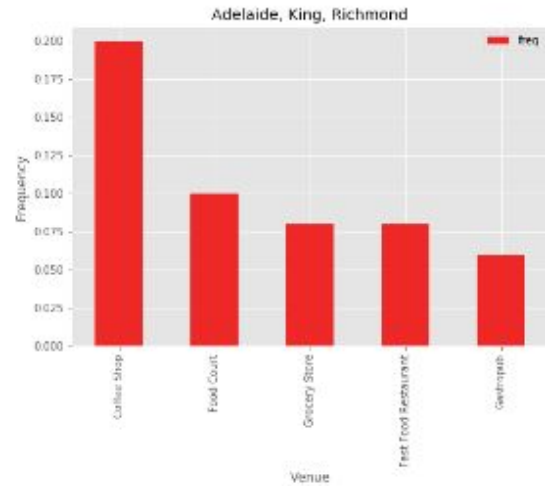


TORONTO CITY

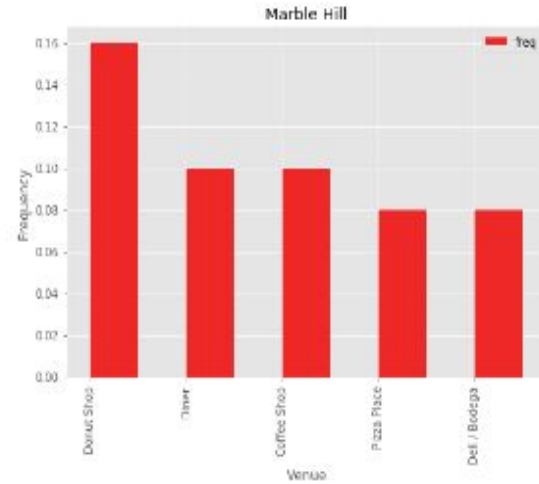
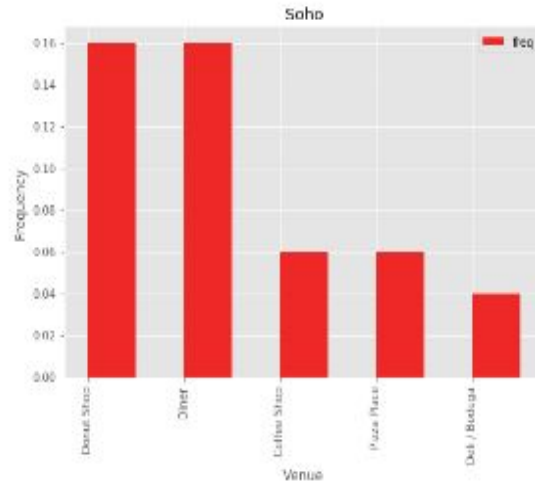
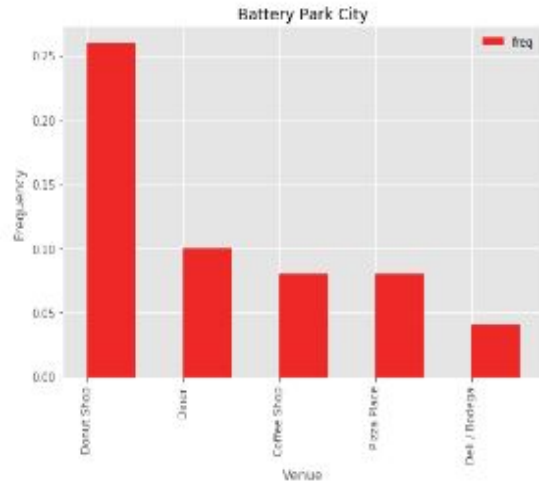
NEW YORK CITY



Top 3 Toronto neighborhood along with the top 5 most common venues



Top 3 Manhattan neighborhood along with the top 5 most common venues



Most frequent venue category for Toronto



In the first place for the city of Toronto is the coffee shops.

Among the top positions we find coffee-related stores.

This demonstrates the high demand for coffee in the city and the ease that small producers in Guatemala can have to export their product to this city.

Most frequent venue category for New York



In the first place for the city of Toronto is the coffee shops.

Among the first positions are large commercial chains, which can make the situation in the export of the product difficult due to the standards and high demand requested by these stores.

It would be feasible to leave New York City as a second approach after doing so in Toronto city.

Conclusion

- With these tools we can help the country's growth by promoting coffee production and export to strategically selected cities.
- It's important to conduct a differentiated study that can tell us the percentage of small coffee shops and franchises, that way we will know exactly the feasibility of exporting the product following the regulations or standards requested.
- It's recommended that the first incursion to export coffee from Guatemala by small producers be to the city of Toronto, due to its high number of coffee shops and stores that use coffee. If export is feasible, the analysis can be used to look for similarities between cities and select specific areas to start exporting to New York City