

The best city to export coffee from Guatemala

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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

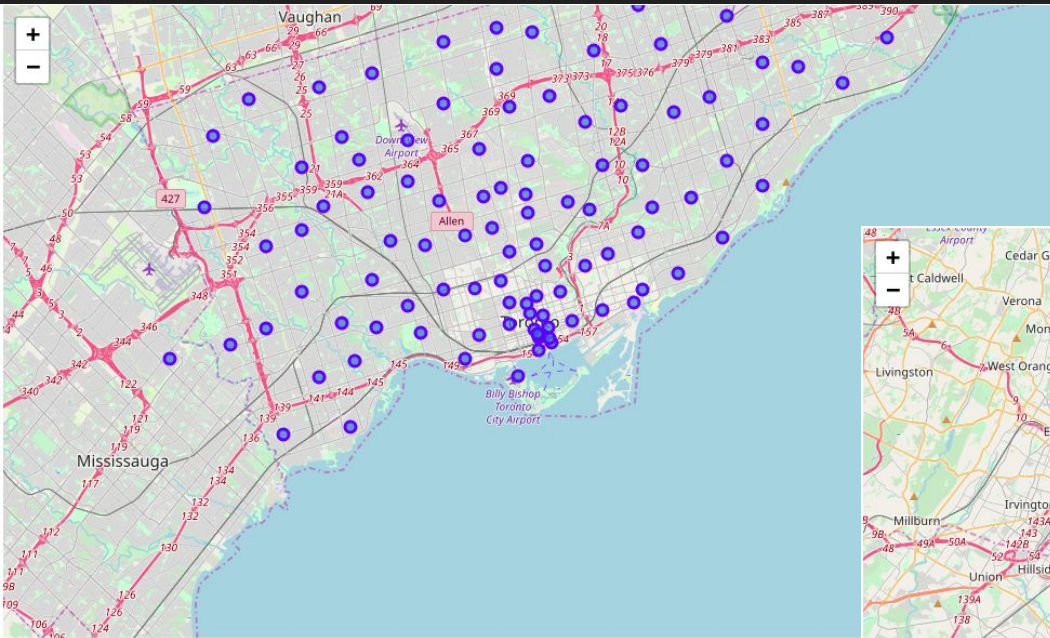
Take the data from Toronto city [List of postal codes of Canada](#).

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

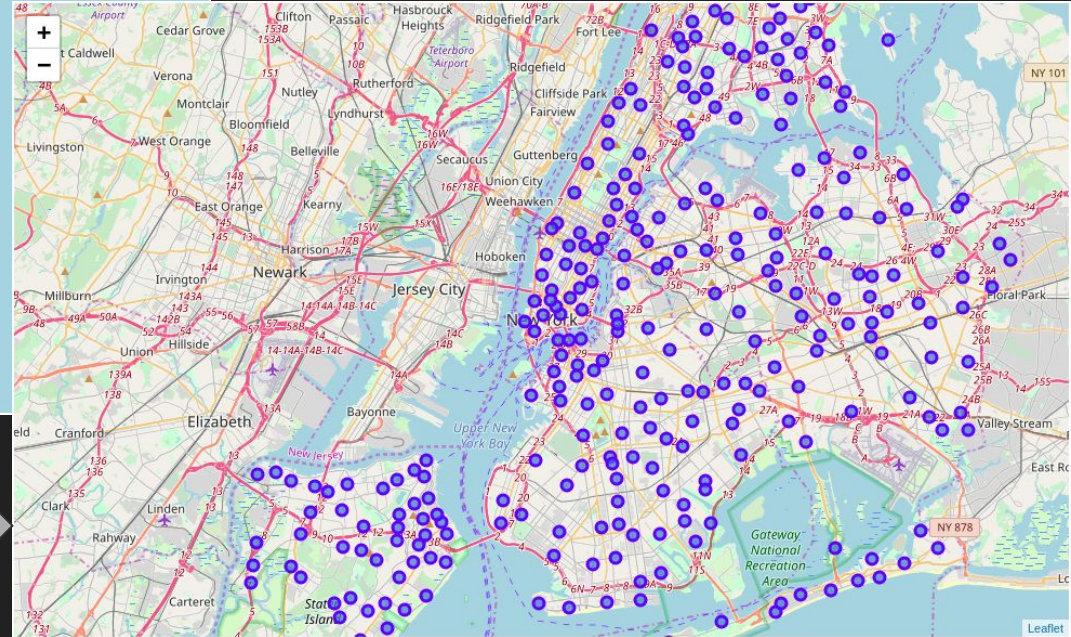
For this project also use the information from Forsquare API to know more information from the cities to study, with that we can determine if a coffee shop is the most common store in specific neighborhood.

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

The points to analyze for each city

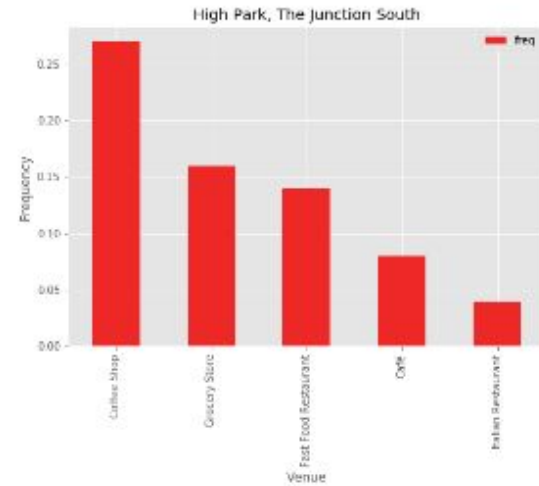
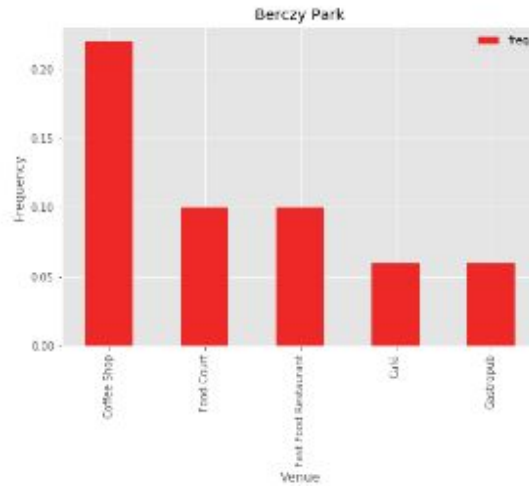
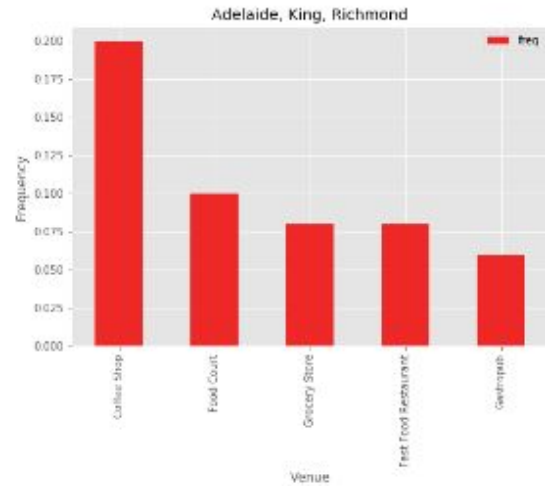


TORONTO CITY

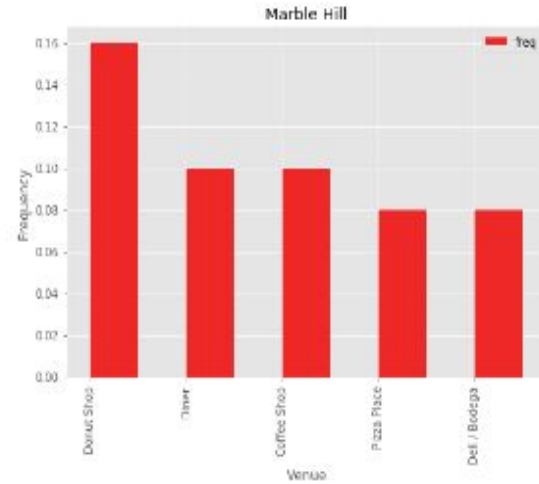
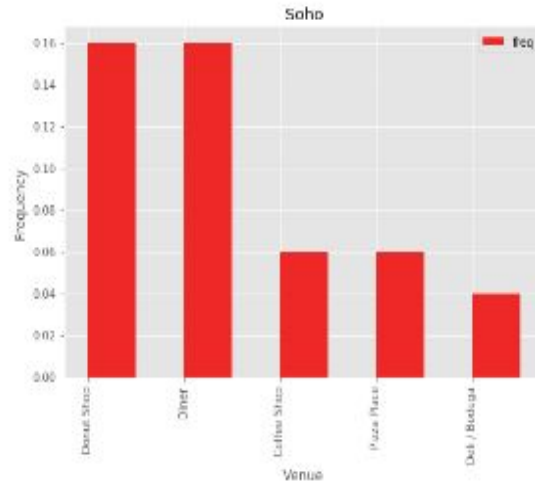
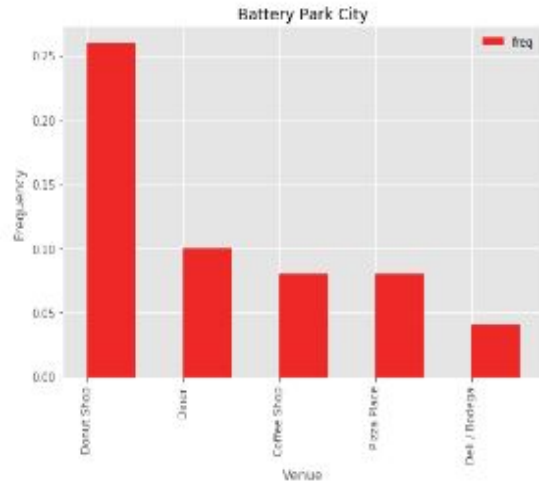


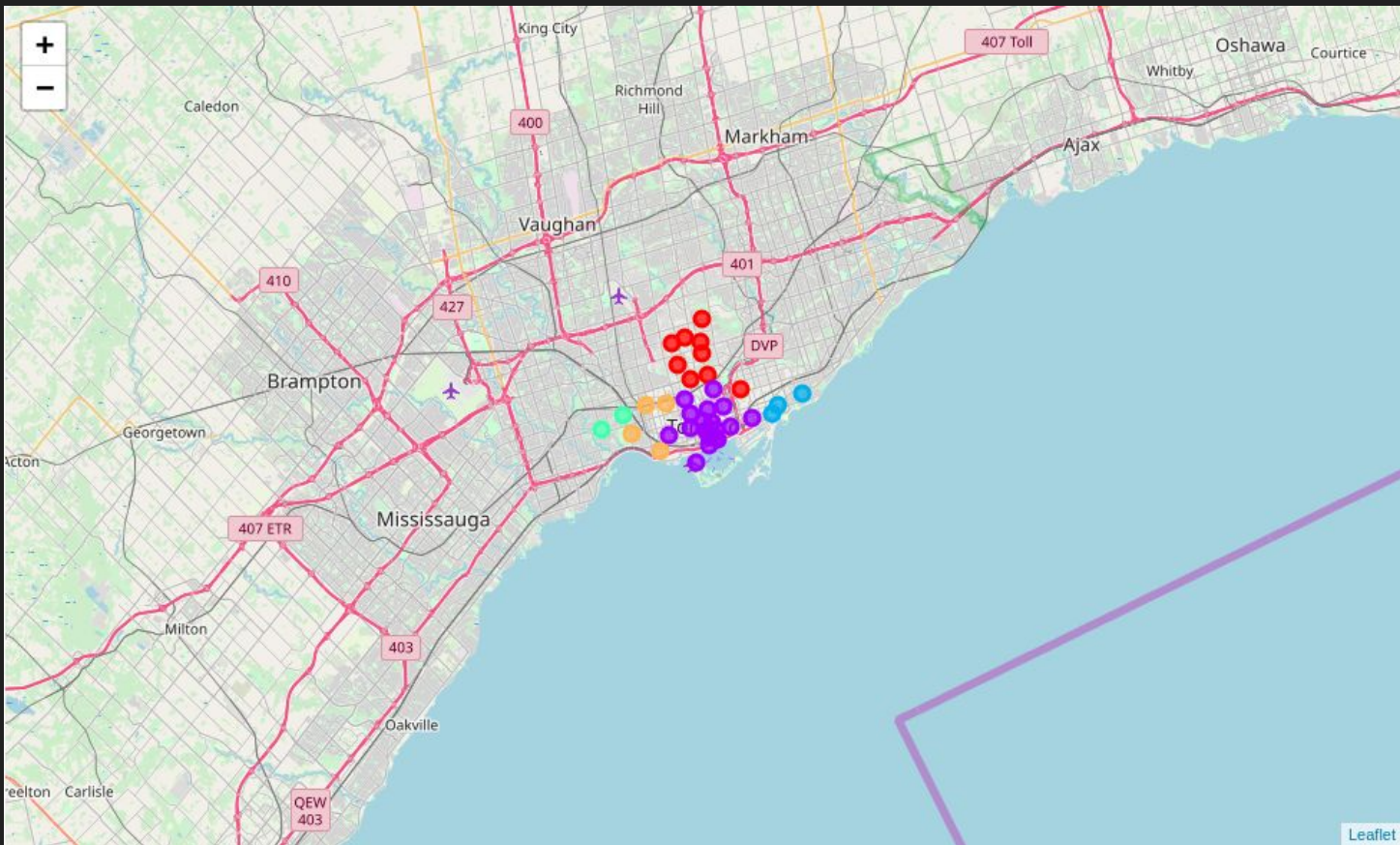
NEW YORK CITY

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

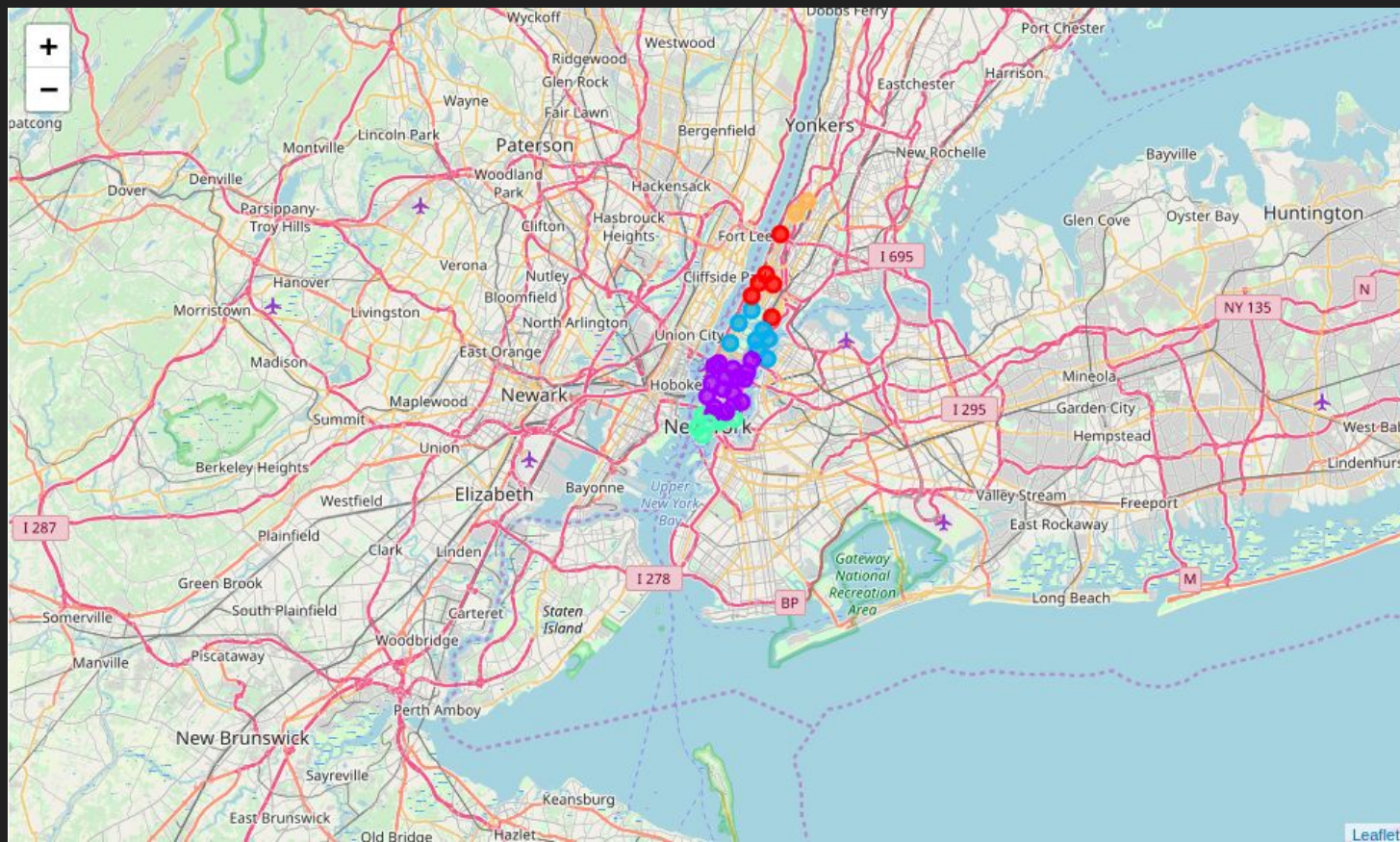


Top 3 Manhattan neighborhood along with the top 5 most common venues





Manhattan neighborhoods into 5 clusters



Toronto top venues for the first neighborhoods

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Adelaide, King, Richmond	Coffee Shop	Food Court	Fast Food Restaurant	Grocery Store	Gastropub	Café	American Restaurant	Mexican Restaurant	Bar	Restaurant
1	Berczy Park	Coffee Shop	Food Court	Fast Food Restaurant	Café	Gastropub	Grocery Store	American Restaurant	Mexican Restaurant	Bar	Restaurant
2	Brockton, Exhibition Place, Parkdale Village	Coffee Shop	Grocery Store	Fast Food Restaurant	Café	Restaurant	Dumpling Restaurant	Bar	Beer Bar	Mexican Restaurant	Irish Pub
3	Business Reply Mail Processing Centre 969 Eastern	Coffee Shop	Café	Bakery	Fast Food Restaurant	Gastropub	Caribbean Restaurant	Grocery Store	Middle Eastern Restaurant	Mexican Restaurant	Mediterranean Restaurant
4	CN Tower, Bathurst Quay, Island airport, Harbo...	Coffee Shop	Food Court	Fast Food Restaurant	Café	American Restaurant	Grocery Store	Gastropub	Mexican Restaurant	Restaurant	Bar

Manhattan top venues for the first neighborhoods

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Battery Park City	Coffee Shop	Food Court	Pizza Place	French Restaurant	Dim Sum Restaurant	Italian Restaurant	Cafeteria	Cantonese Restaurant	Club House	Cocktail Bar
1	Carnegie Hill	Coffee Shop	Bakery	American Restaurant	Burger Joint	Food Court	Steakhouse	Noodle House	Gastropub	Udon Restaurant	Halal Restaurant
2	Central Harlem	Coffee Shop	Sandwich Place	Burger Joint	American Restaurant	Bagel Shop	Supermarket	Café	Italian Restaurant	Southern / Soul Food Restaurant	Pizza Place
3	Chelsea	Food Court	Coffee Shop	Korean Restaurant	French Restaurant	Pizza Place	Gourmet Shop	American Restaurant	Burger Joint	Bakery	Dessert Shop
4	Chinatown	Coffee Shop	Food Court	French Restaurant	Bakery	New American Restaurant	Gourmet Shop	Café	Pizza Place	Ukrainian Restaurant	Fast Food Restaurant

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