

New York Coffee Shop Analysis

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1 Introduction

New York is major United States hub. A massive working population, multiple colleges and universities, and a huge social scene; New York is a great place to open a coffee shop. But where would be a good place to open one? This project investigates which areas in the United States would be a good area to open a coffee shop. However, opening a city in New York comes with both pros and cons. As one of the largest cities in the world, there are many places that are available to build a coffee shop. However, New York is one of the most expensive and competitive places, meaning finding the most profitable area is critical in having a successful coffee shop in order to avoid going out of business due to little demand or too expensive cost. This project aims to find the most profitable places for a coffee shop.

2 Data

We will be using New York neighborhood data from the internet combined with FourSquare locations to find where the least amount of coffee shops are in New York City. We will then plan to find the area that seems to be the most profitable. We are attempting to find the least coffee shop-dense area in New York in order to claim a customer base in that area. By having as little competition as possible, we can gain maximum profit.

3 Methodology

We first started this project by cleaning our data. We took raw data from a cool dataset, parsed it, and created a dataframe that included: a Neighborhood in New York City, the borough it is in, the latitude, and the longitude. We then wanted to narrow down which boroughs in New York City would be the best one to have a coffee shop. There are five boroughs: Manhattan, The Bronx, Queens, Brooklyn, and Staten Island. Using FourSquare we then found the latitude and longitude for all venues in each borough. We then sorted for only Coffee Shops in each borough. Using Folium, we were able to map the coffee shops that are

currently in each borough. There was some errors from the data collected on Brooklyn. Two neighborhoods had to be taken out of the data as the data was truncated.

4 Results

Looking at each neighborhood:



Figure 1: Brooklyn

Brooklyn seems to have a ton of coffee shops centered around the Northwest section

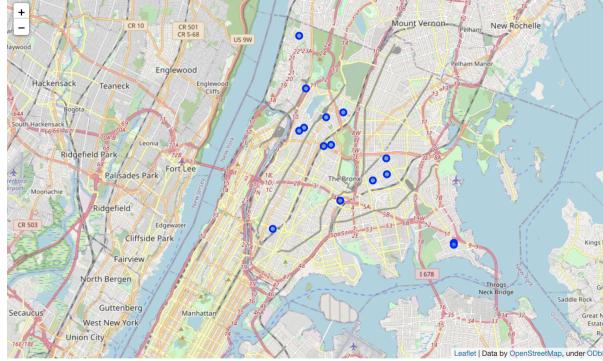


Figure 2: The Bronx

The Bronx does not have as many coffee shops

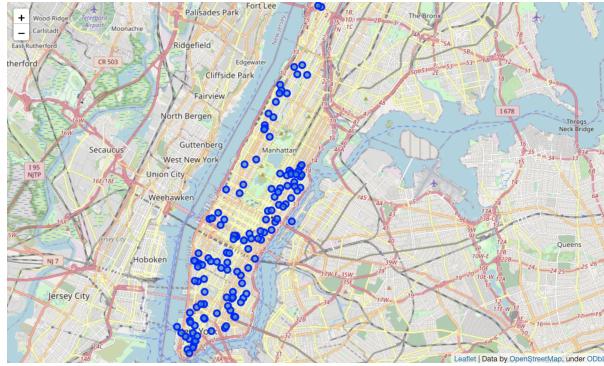


Figure 3: Manhattan



Figure 4: Queens

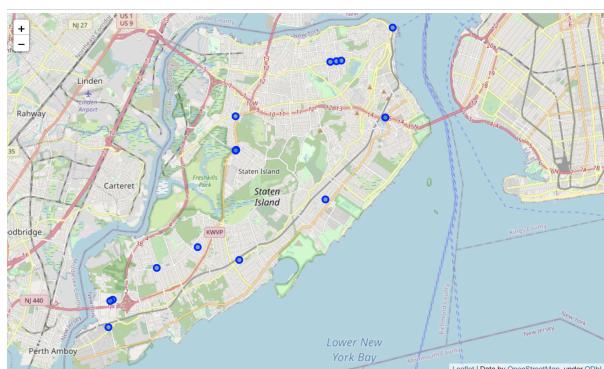


Figure 5: Staten Island

5 Discussion

Looking at the graphs, Brooklyn has a large amount of coffee shops, but a large concentration being in the North West. South East Brooklyn has very little coffee shops. The Bronx has very few coffee shops but is also one of the smallest boroughs. The coffee shops are mostly concentrated in the North. Manhattan is very overpopulated with coffee shops. There are very few areas that do not have 3+ coffee shops in the area. Queens has many coffee shops but does not have a very concentrated coffee shop area. Staten Island has very few coffee shops in the area.

6 Conclusion

There are three recommended areas for a coffee shop: Southern Bronx Area, South East Brooklyn, North West Staten Island. In Staten Island, the neighborhoods Willowbrook and Manor Heights do not have a coffee shop. Pomonok in Queens does not have a coffee shop. Canarsie in Brooklyn does not have a coffee shop. Mount Hope in the Bronx does not have a coffee shop. Any of these areas would be a good place to have a coffee shop as there would be minimal competition.