

A black coffee cup with a white handle and saucer, resting on a wooden surface next to a newspaper and scattered coffee beans.

New York Coffee Shop

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The Problem

- Looking to find a place to build a new coffee shop in NYC
- Where should we build it?
- Little Room for Failure
 - Tough Competition
 - High Rent prices

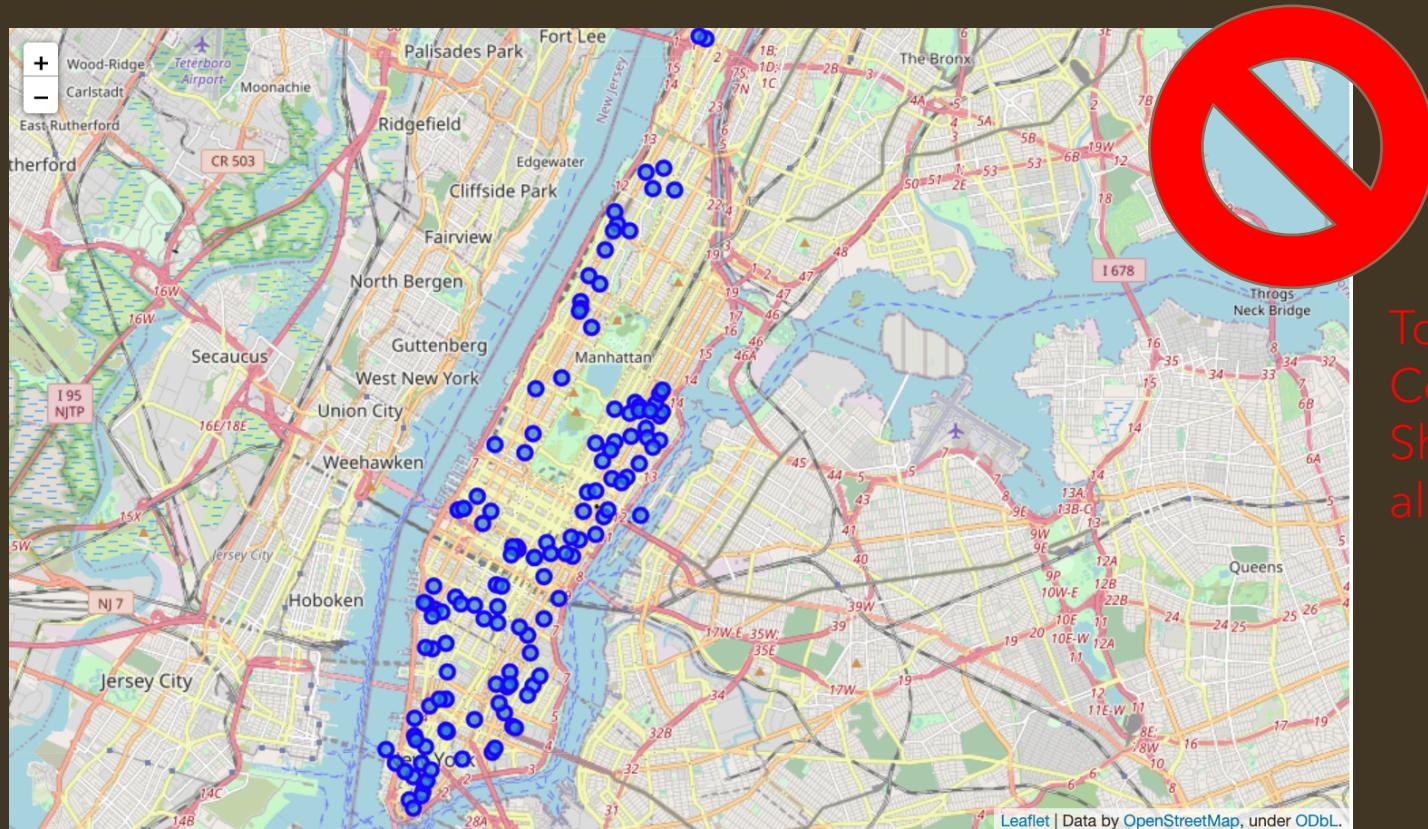
Solution

- Find the least coffee-dense area in NYC to build at
- Use NYC Data and FourSquare

Which borough to pick?

- There are 5 boroughs in NYC:
- 1. Manhattan
- 2. The Bronx
- 3. Brooklyn
- 4. Staten Island
- 5. Queens

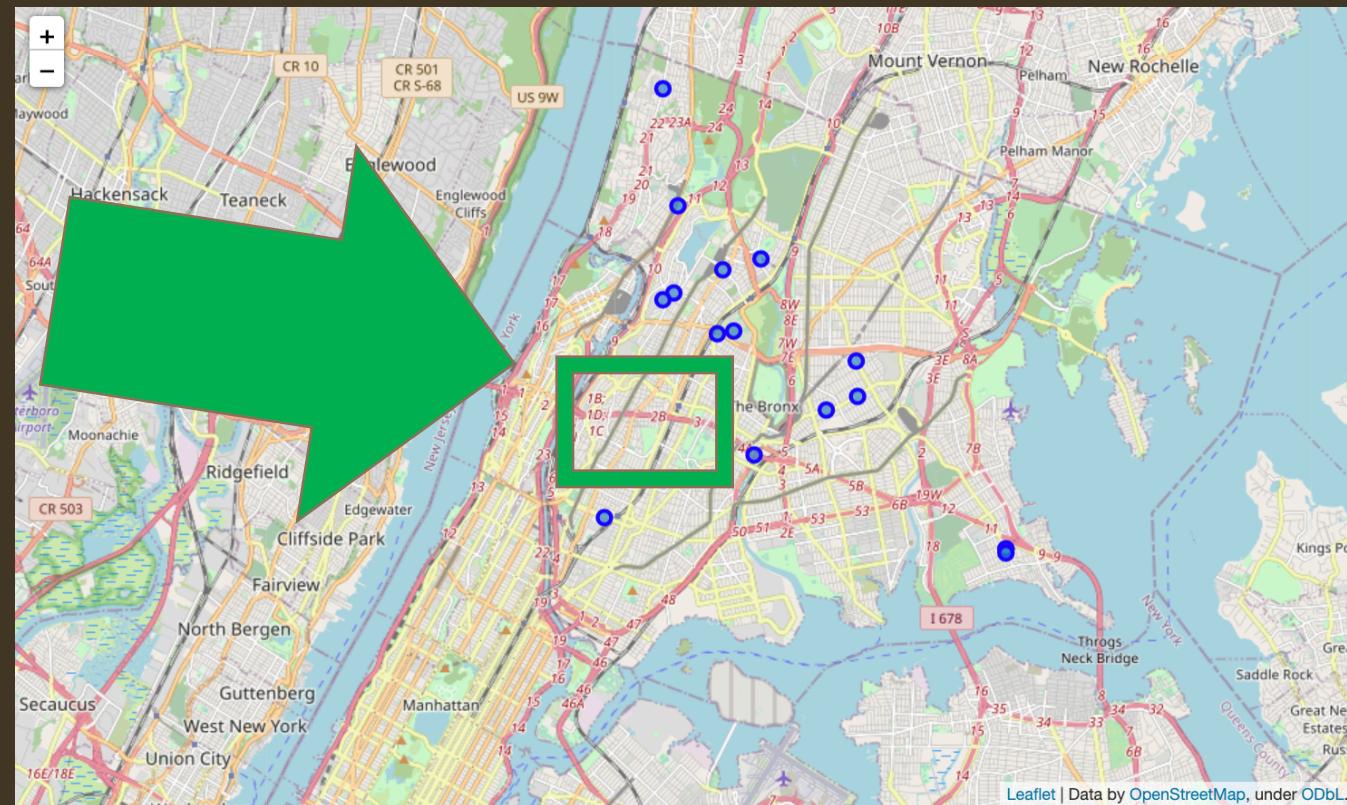
Coffee Shops in Manhattan



Too many
Coffee
Shops
already

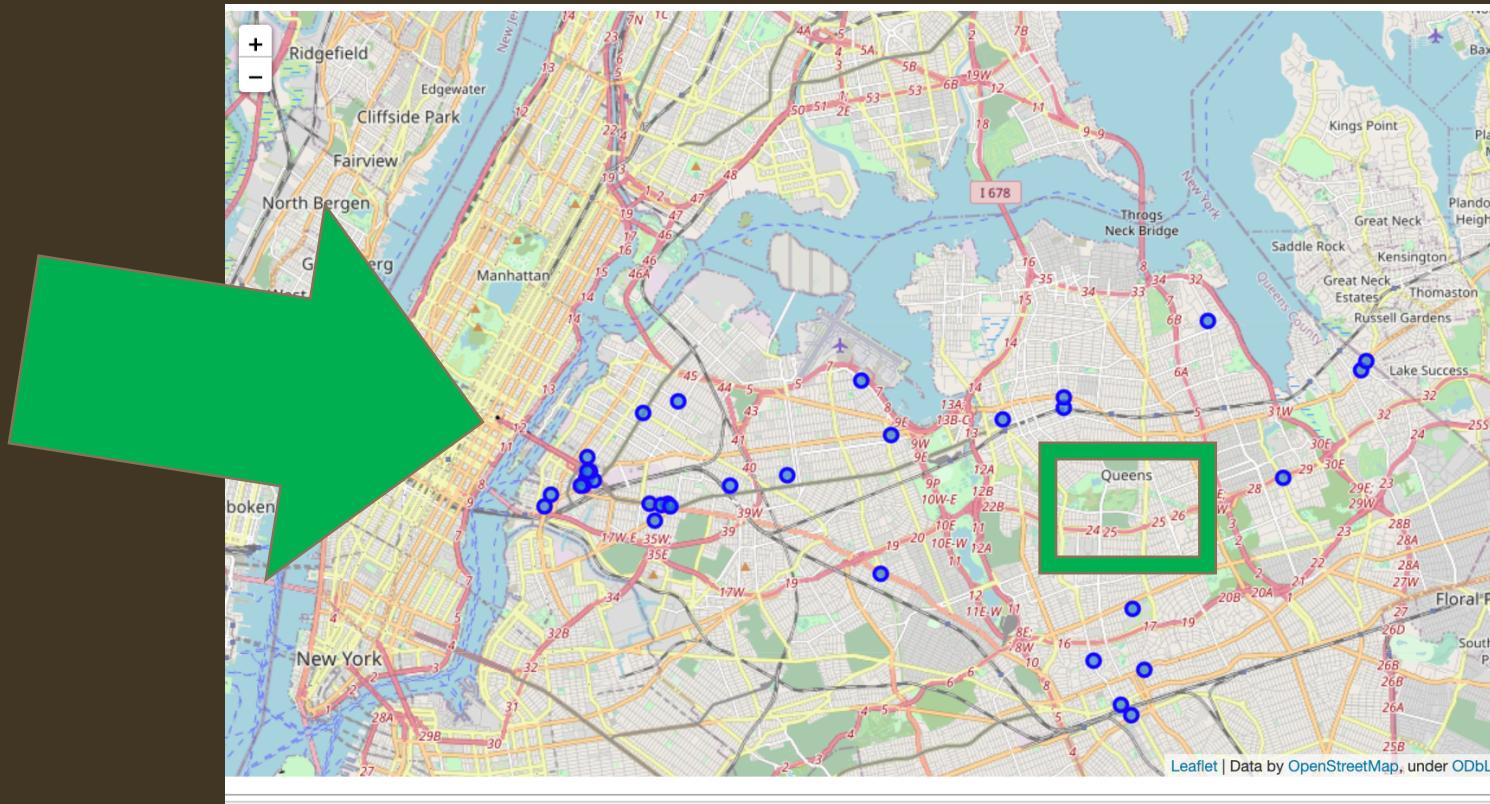
Coffee Shops in The Bronx

No Coffee
Shops, no
competition

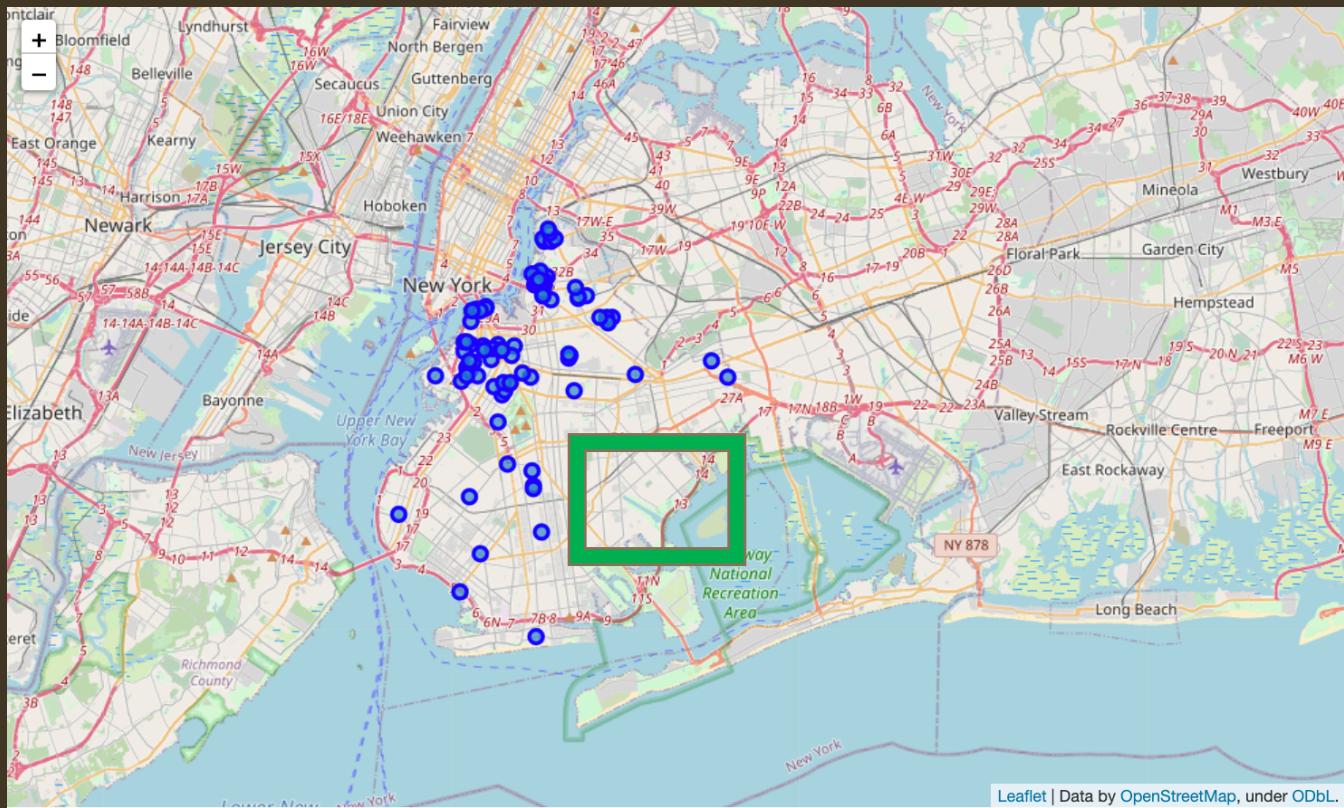


Coffee Shops in Queens

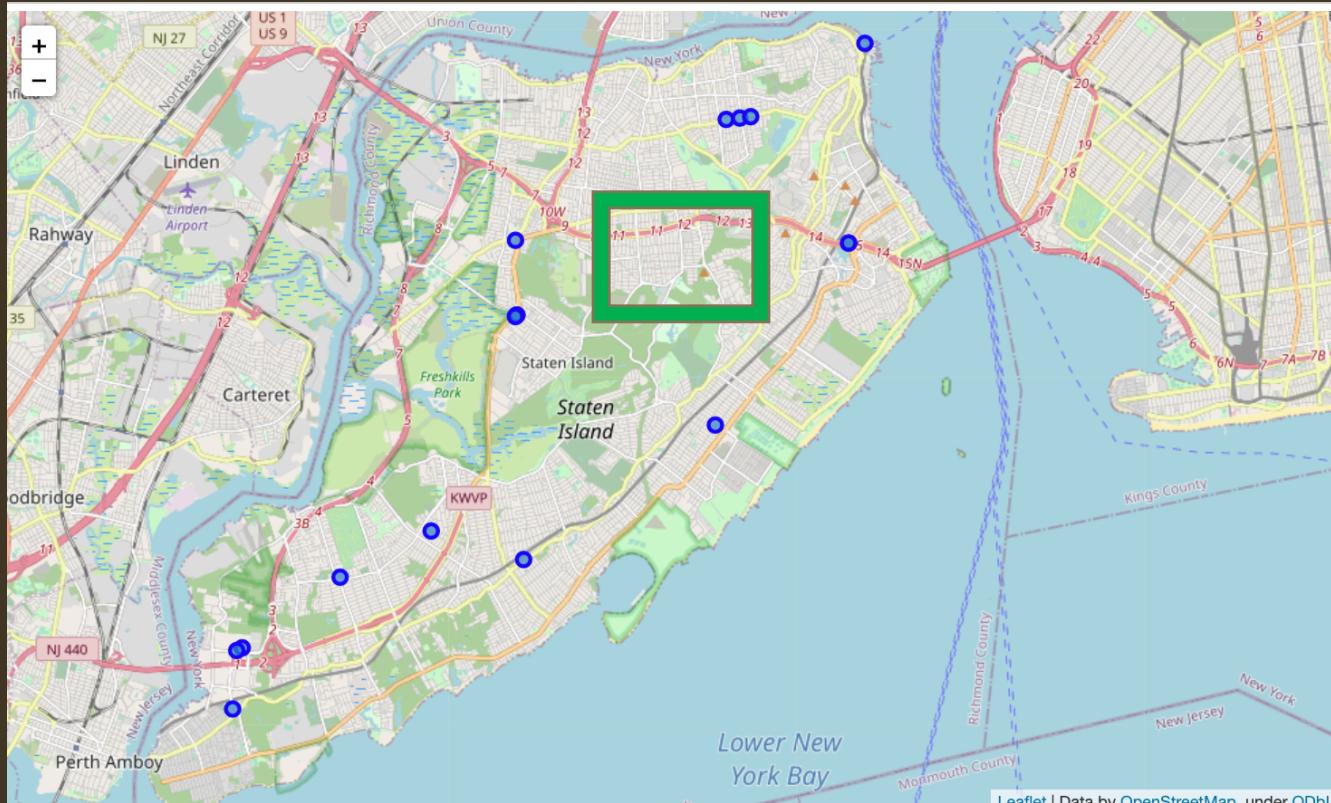
No Coffee
Shops, no
competition



Coffee Shops in Brooklyn



Coffee Shops in Staten Island



Recommended Areas:

- Southern Bronx Area
- South East Brooklyn
- North West Staten Island