

# It's (Bubble) Tea Time!

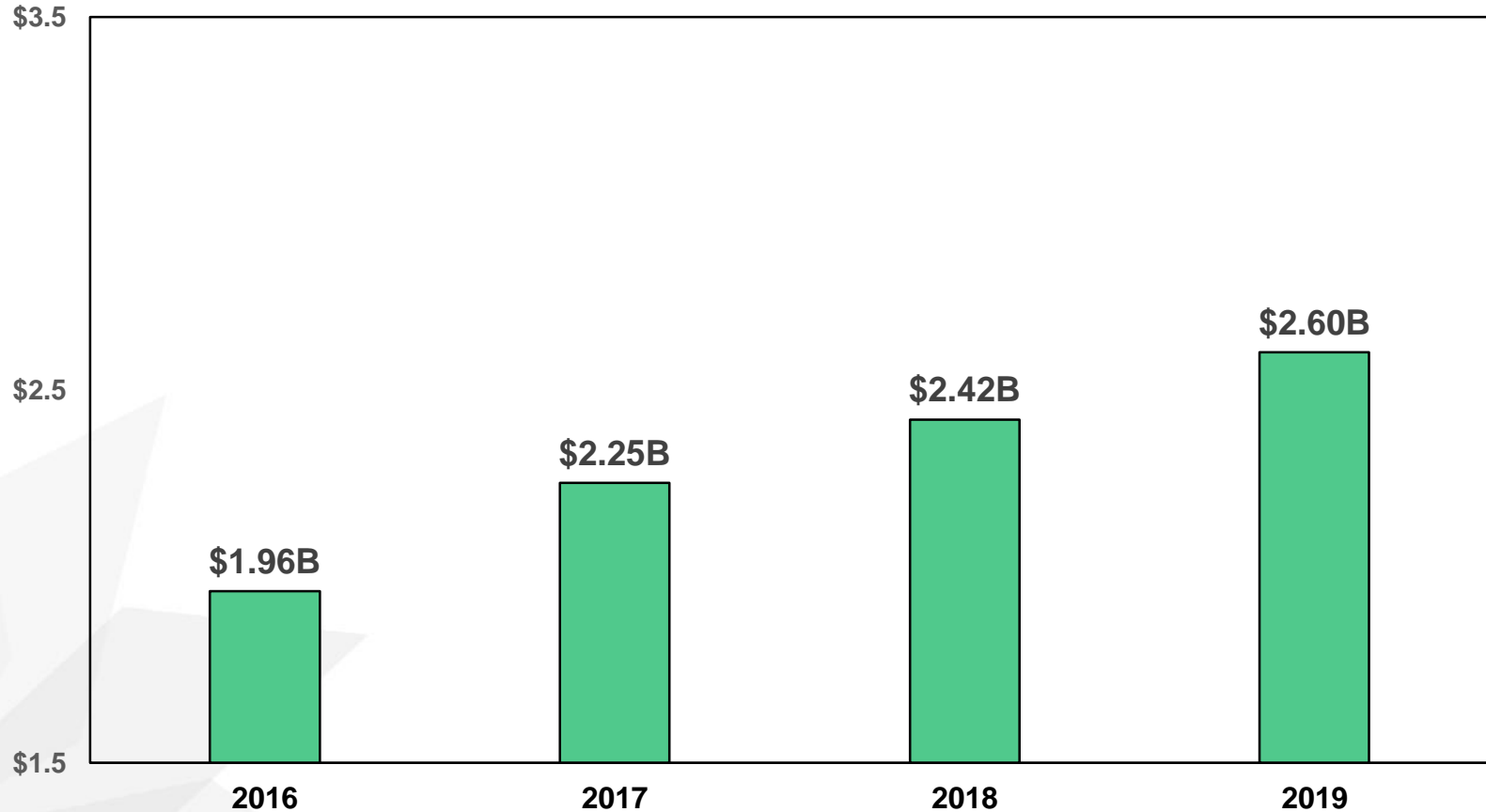


Minh Nguyen

# What's Bubble Tea?



# Global Market Value





### Milk Foam Series

	M	L	Calories
<b>GREEN   BLACK   OOLONG   EARL GREY</b>	\$4.25	\$5	190-270
<b>WINTERMELON</b>	☼ \$4.25	\$5	290-305
<b>DIRTY BROWN SUGAR MILK TEA</b>	\$4.50	\$5.25	290-325

### Milk Tea Series

	M	L	Calories
<b>MILK TEA</b>	\$3.75	\$4.50	265-315
<b>GREEN   BLACK   OOLONG   EARL GREY</b>			
<b>PEARL MILK TEA</b>	\$4.25	\$5	335-430
<b>CARAMEL MILK TEA</b>	\$4.25	\$5	270-315
<b>BROWN SUGAR MILK TEA</b>	\$4.25	\$5	290-390
<b>WINTERMELON MILK TEA</b>	\$4.25	\$5	150-175
<b>STRAWBERRY MILK TEA</b>	\$4.50	\$5	290-330
<b>EARL GREY MILK TEA WITH 3J'S</b>	❄️ \$4.50	\$5.25	315-355
<b>(WITH PEARLS, PUDDING &amp; HERBAL JELLY)</b>			







Gong Cha

Gong Cha

Gong Cha

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Gong Cha Soho

Gong Cha

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Gong Cha

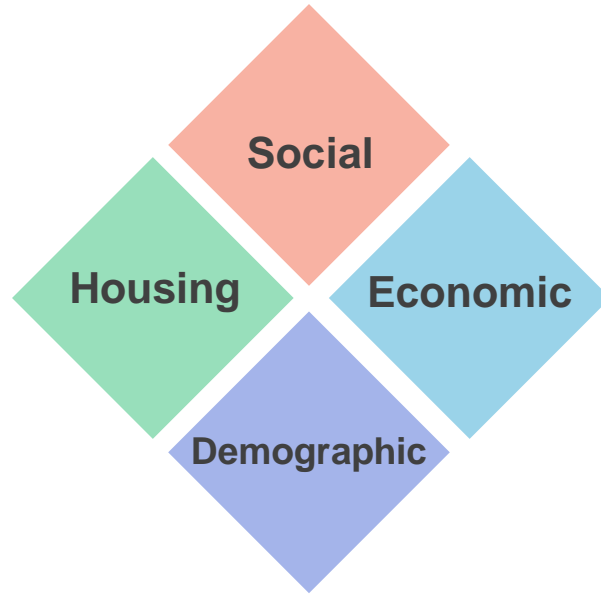
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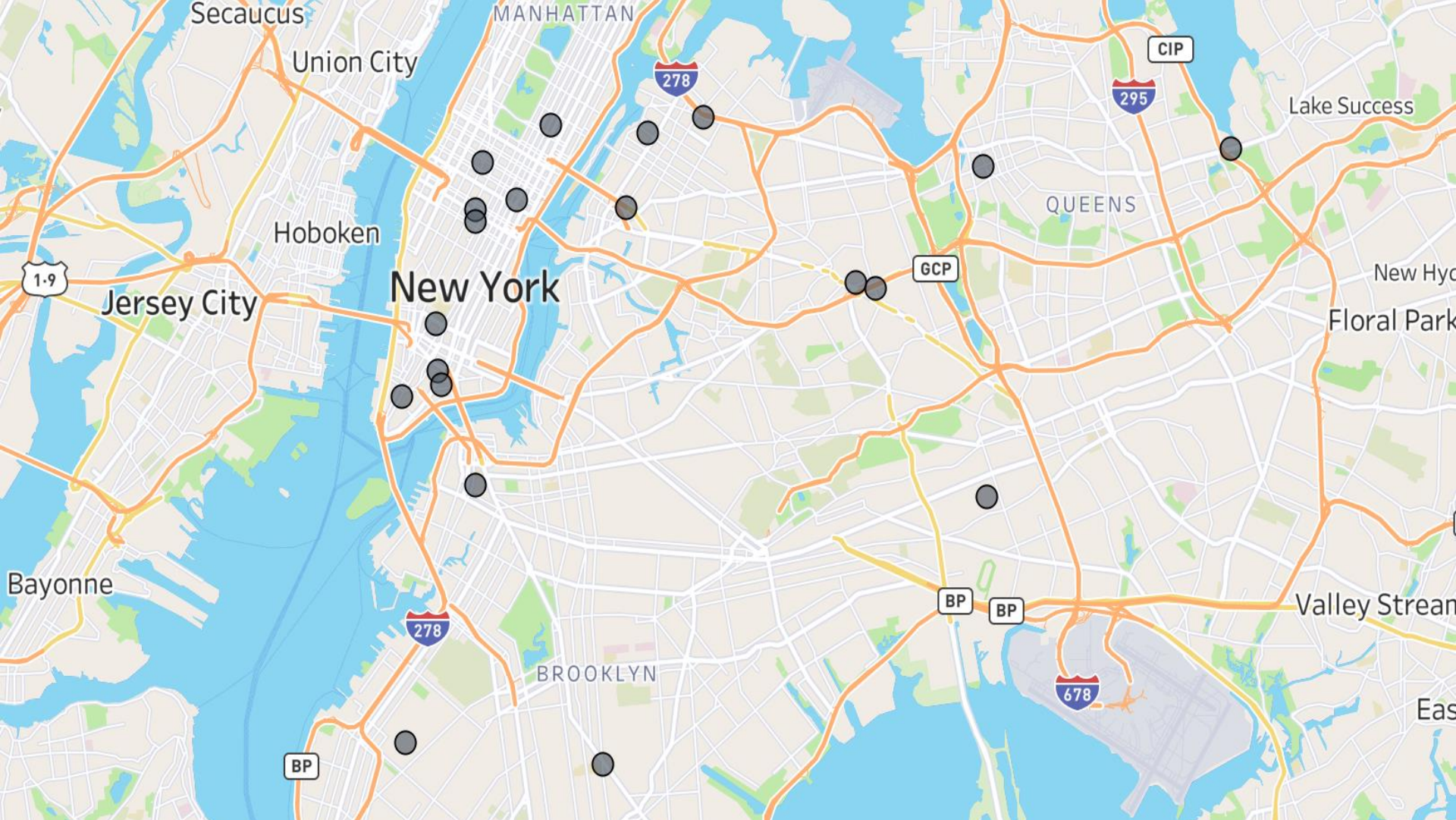
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Google

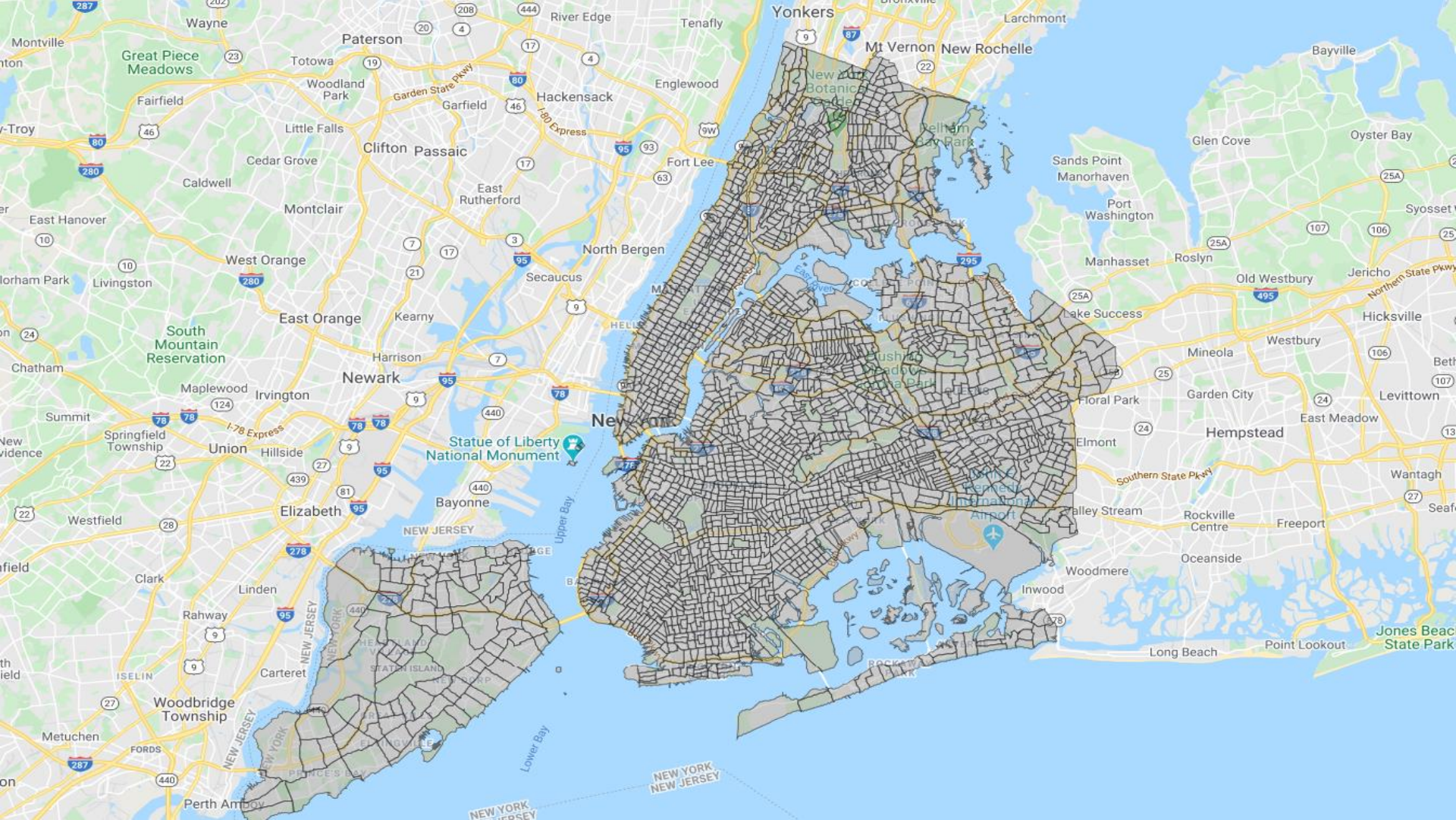
# Census ACS



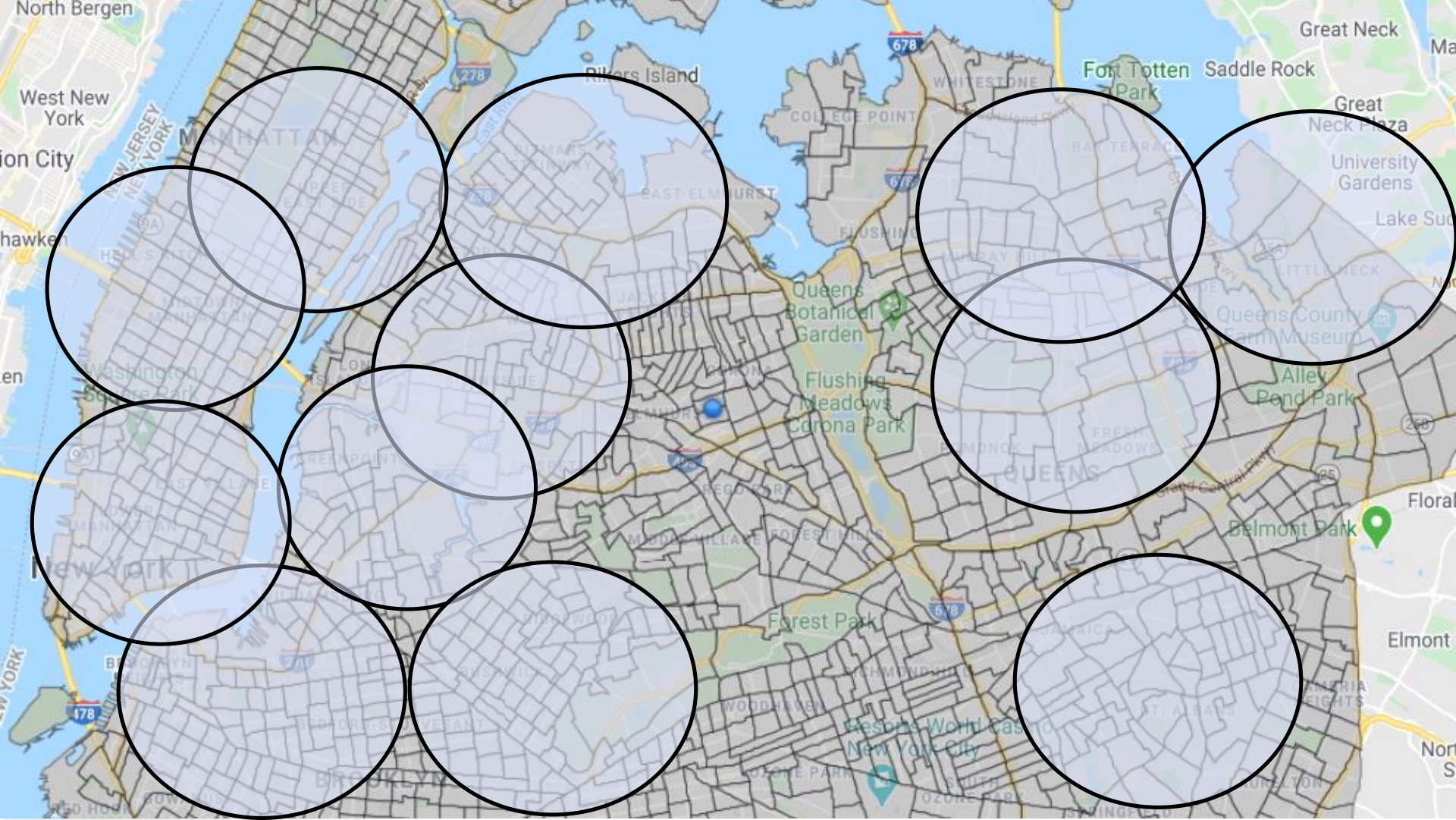












# Adaptive Boosting



Extract Important Features



# Adaptive Boosting

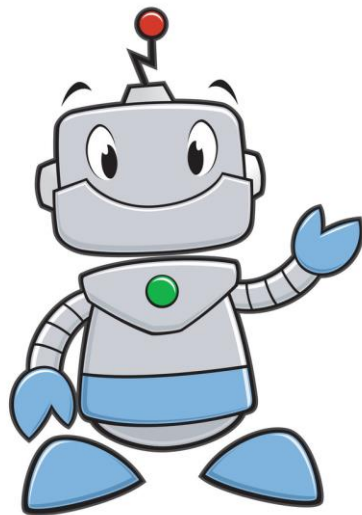


Predict Probability of Locations





# Results



Accuracy: 92%

F1: 85%

# Housing



Median property value  
\$734,000

Median rent  
\$1,600

Households with 3+  
vehicles

# Population



Population (avg)

3800

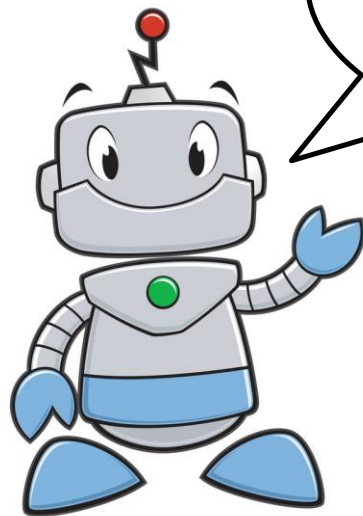
Population, 5-9 years old (avg)

160

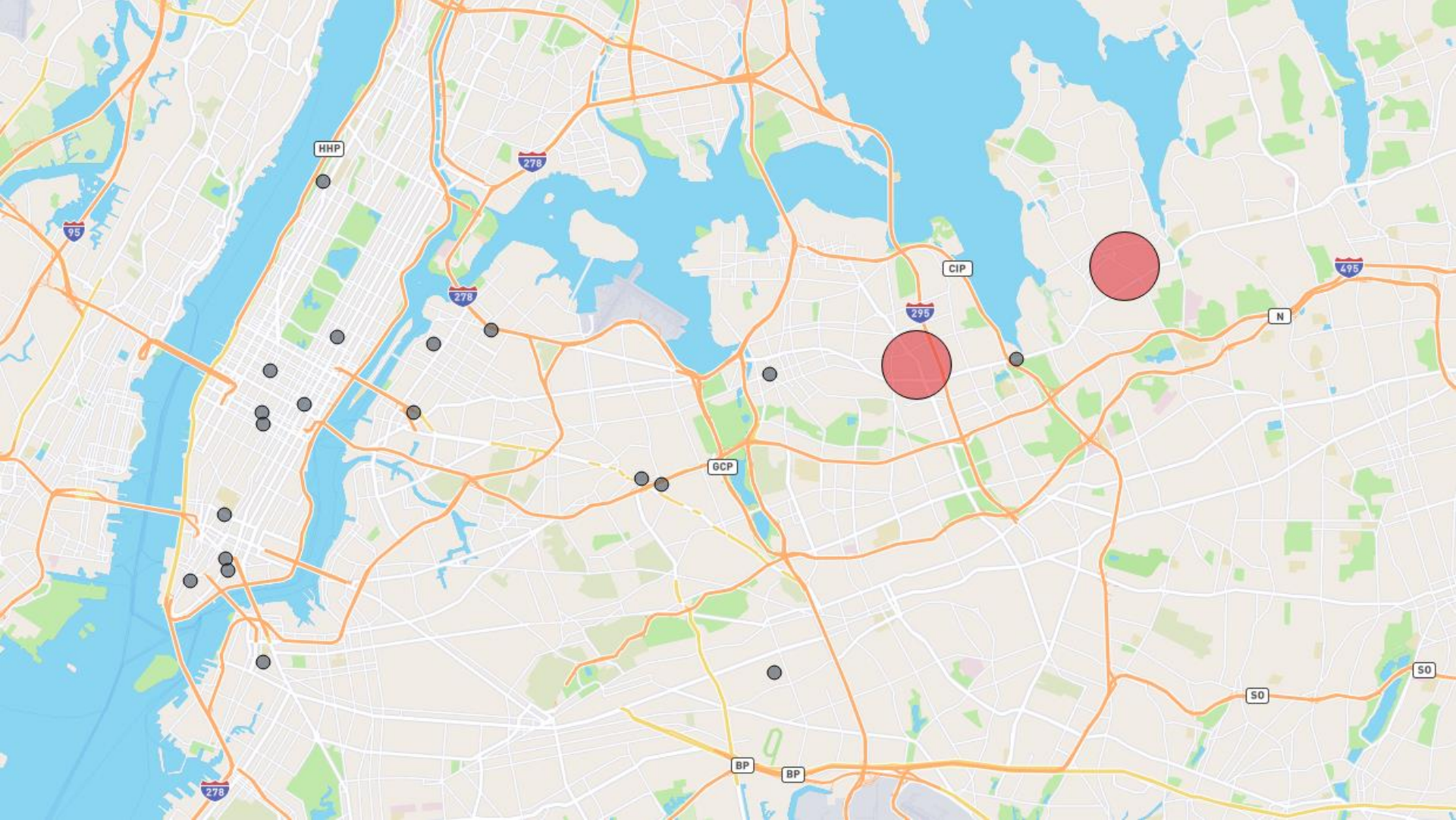
HS Population (avg)

120





Here's two potential locations!



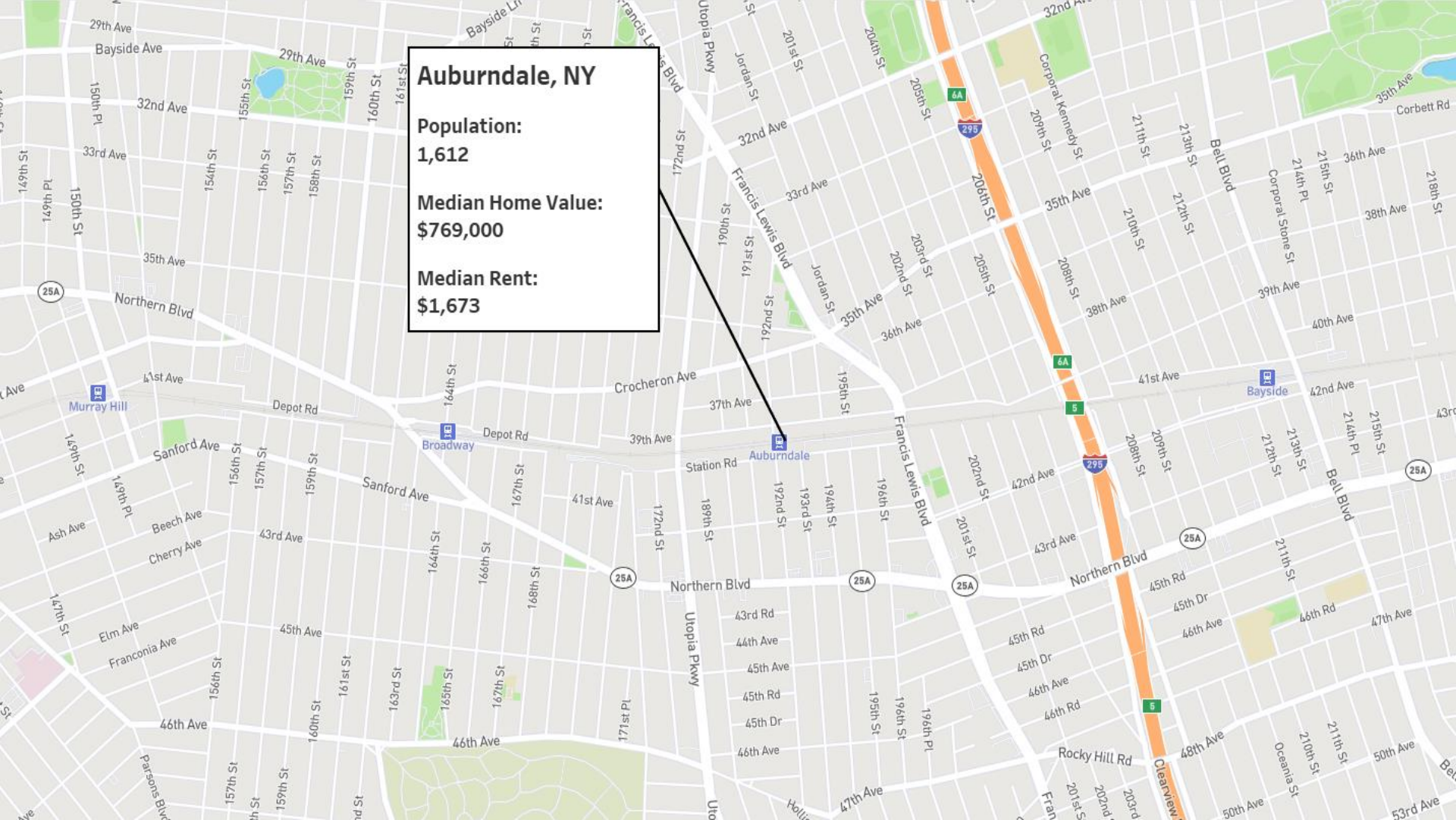


## Auburndale, NY

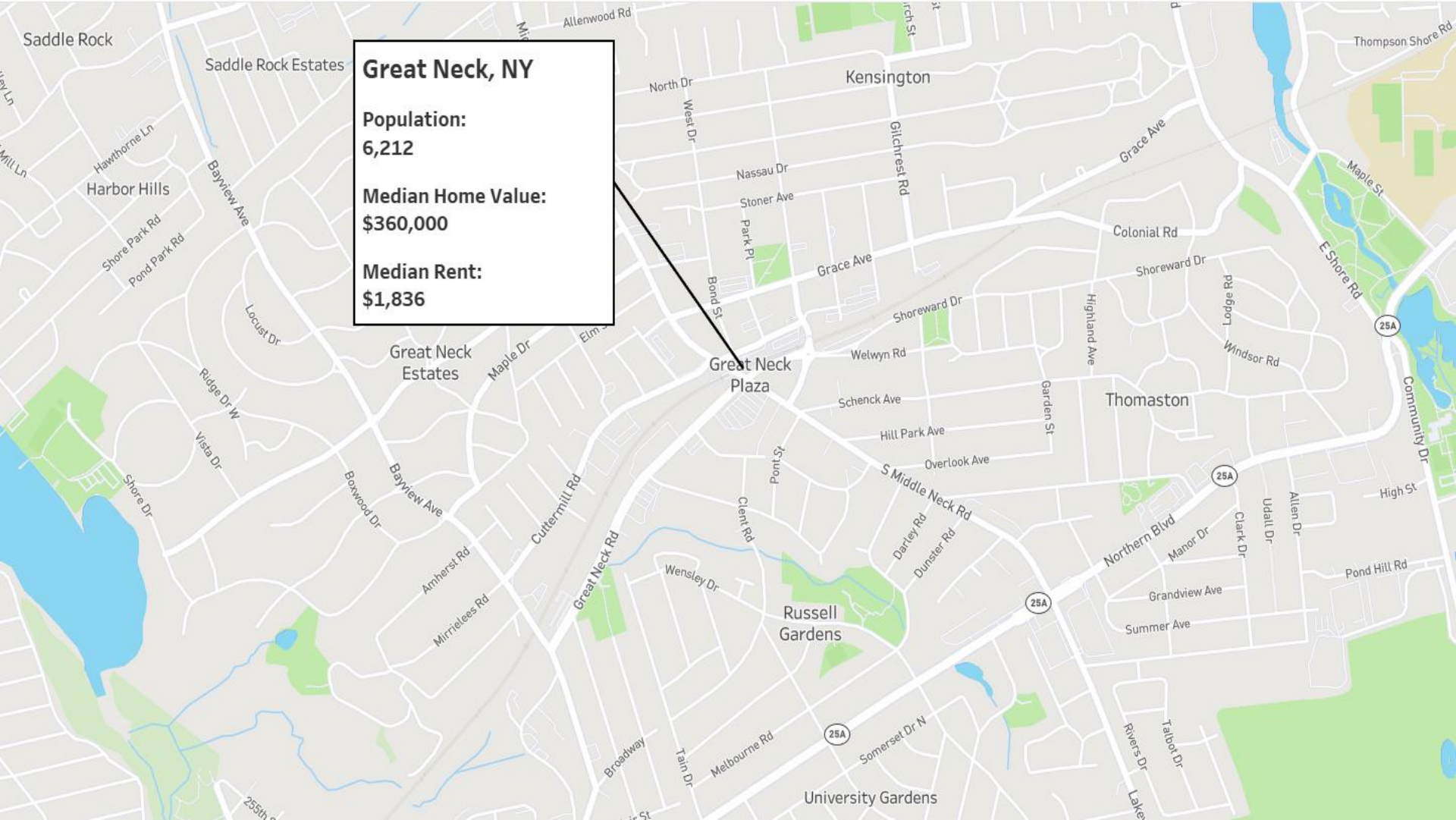
**Population:**  
**1,612**

**Median Home Value:**  
**\$769,000**

**Median Rent:**  
**\$1,673**







## Great Neck, NY

**Population:**  
6,212

**Median Home Value:**  
\$360,000

**Median Rent:**  
\$1,836

# Conclusion

## Model Performance

- Good location suggestions
- Sensible features

## Deeper Dive

- Traffic volumes
- Distance to schools, public transport, etc
- Competitors