



COFFEA DELIVERY

A DC-Based Coffee Delivery Service

Background

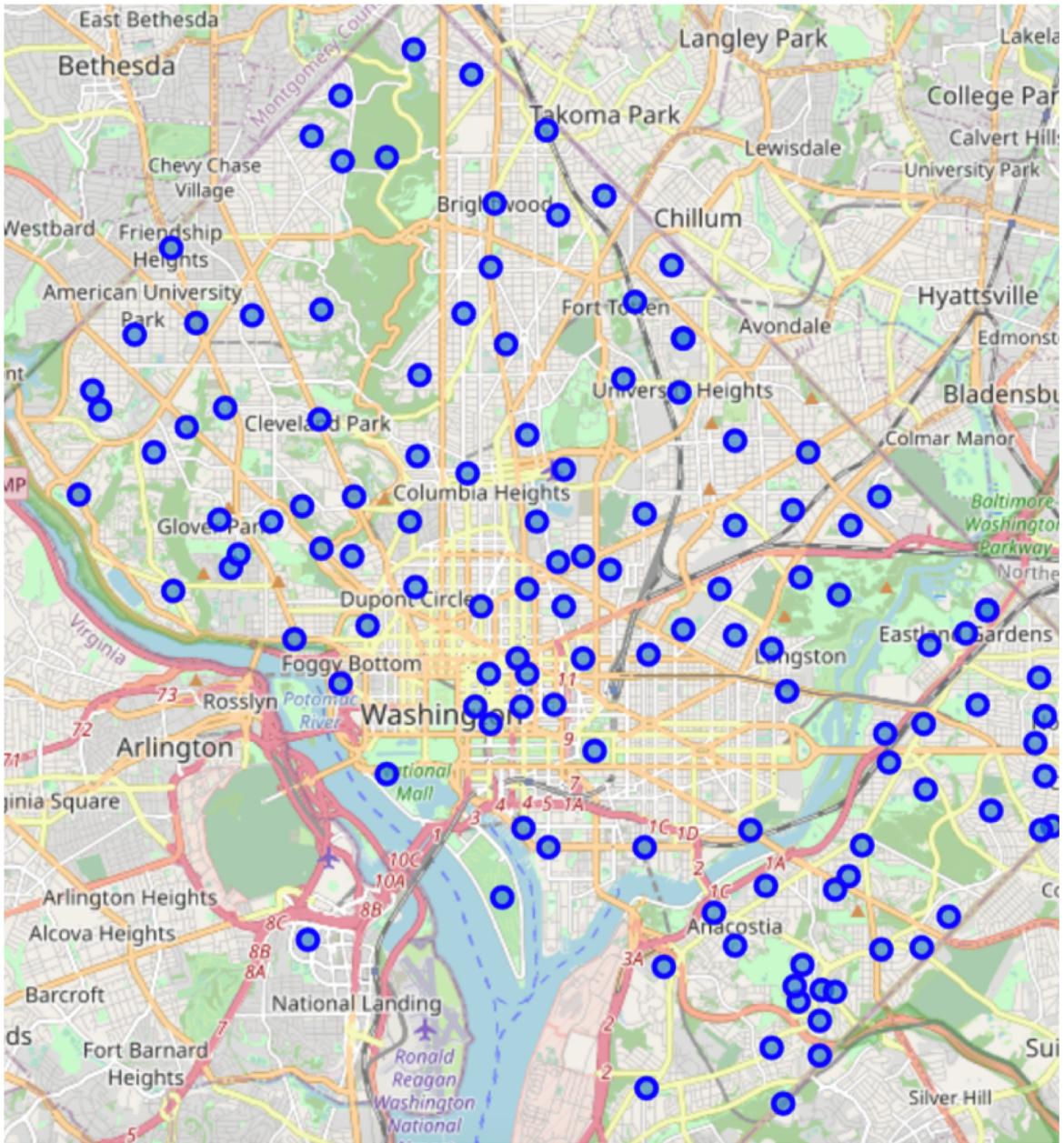
- DC Loves Coffee
 - Daily Mail's 1st place for "50 Best Coffee Shops"
 - 6th place for average spending on coffee per household
 - 10th place in Top 20 cities for Coffee Lovers according to DC Refined
- DC Residents work long and hard
 - A recent Washington Times article notes that DC residents have the third-longest workweek in the nation, averaging 48 hours and 39 minutes weekly
 - Long hours → more tired → more caffeine!
- Quarantine has increased the need for delivery services

Why Coffea?

- Coffea partners with your favorite coffee shops to bring DC residents their favorite coffee while working from home
- Its coffee focus distinguishes it from bigger delivery companies like UberEats and GrubHub, allowing it to:
 - develop close ties with small business
 - optimize its delivery strategies for hot and cold beverages
- To begin growing, Coffea needs a secure foundation
 - Coffee-loving neighborhood
 - Affluent neighborhood willing to spend money on coffee delivery
- There is no better time than quarantine to start a delivery service! Coffee is a staple for DC residents and Coffea would improve the lives of small coffee shop owners and coffee lovers alike

Data Requirements

- Geographical coordinates of DC neighborhoods
- DC neighborhoods listing coffee shops as top venues
- Average Rent for DC neighborhoods



DC Neighborhood Coordinates

	Neighborhood	Latitude	Longitude
0	16th Street Heights, Washington, DC	38.950332	-77.032719
1	Adams Morgan, Washington, DC	38.921500	-77.042199
2	American University Park, Washington, DC	38.947320	-77.091283
3	Anacostia, Washington, DC	38.862581	-76.984441
4	Arboretum, Washington, DC	38.913797	-76.972694
...
122	West Potomac Park, Washington, DC	38.886381	-77.046576
123	Woodland, Washington, DC	38.857127	-76.973686
124	Woodland - Normanstone, Washington, DC	38.923681	-77.061477
125	Woodley Park, Washington, DC	38.925025	-77.052363
126	Woodridge, Washington, DC	38.931229	-76.971080

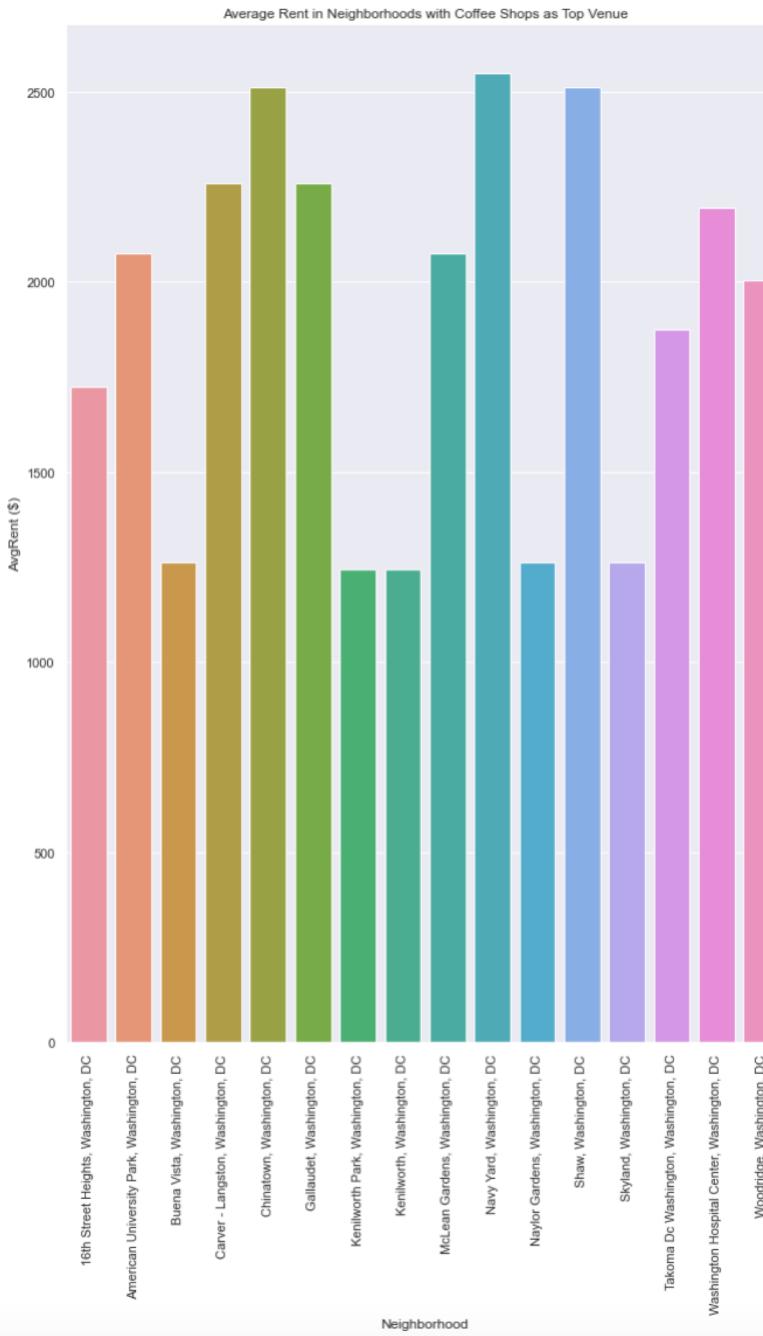
Neighborhood	Coffee Shop
16th Street Heights, Washington, DC	0.2
American University Park, Washington, DC	0.2
Buena Vista, Washington, DC	0.2
Carver - Langston, Washington, DC	0.2
Chinatown, Washington, DC	0.2
Gallaudet, Washington, DC	0.2
Kenilworth Park, Washington, DC	0.25
Kenilworth, Washington, DC	0.25
McLean Gardens, Washington, DC	0.2
Navy Yard, Washington, DC	0.2
Naylor Gardens, Washington, DC	0.2
Shaw, Washington, DC	0.2
Skyland, Washington, DC	0.333333
Takoma Dc Washington, Washington, DC	0.2
Washington Hospital Center, Washington, DC	0.2

Coffee-Loving Neighborhoods & Average Rent

	Neighborhood	Average Rent
0	Federal Triangle	\$2,891.00
1	West End Washington	\$2,645.00
2	Navy Yard	\$2,549.00
3	Bloomingdale	\$2,513.00
4	Chinatown	\$2,513.00
...
129	Kenilworth Park	\$1,245.00
130	Lincoln Heights	\$1,245.00
131	Marshall Heights	\$1,245.00
132	Mayfair	\$1,245.00
133	River Terrace	\$1,245.00

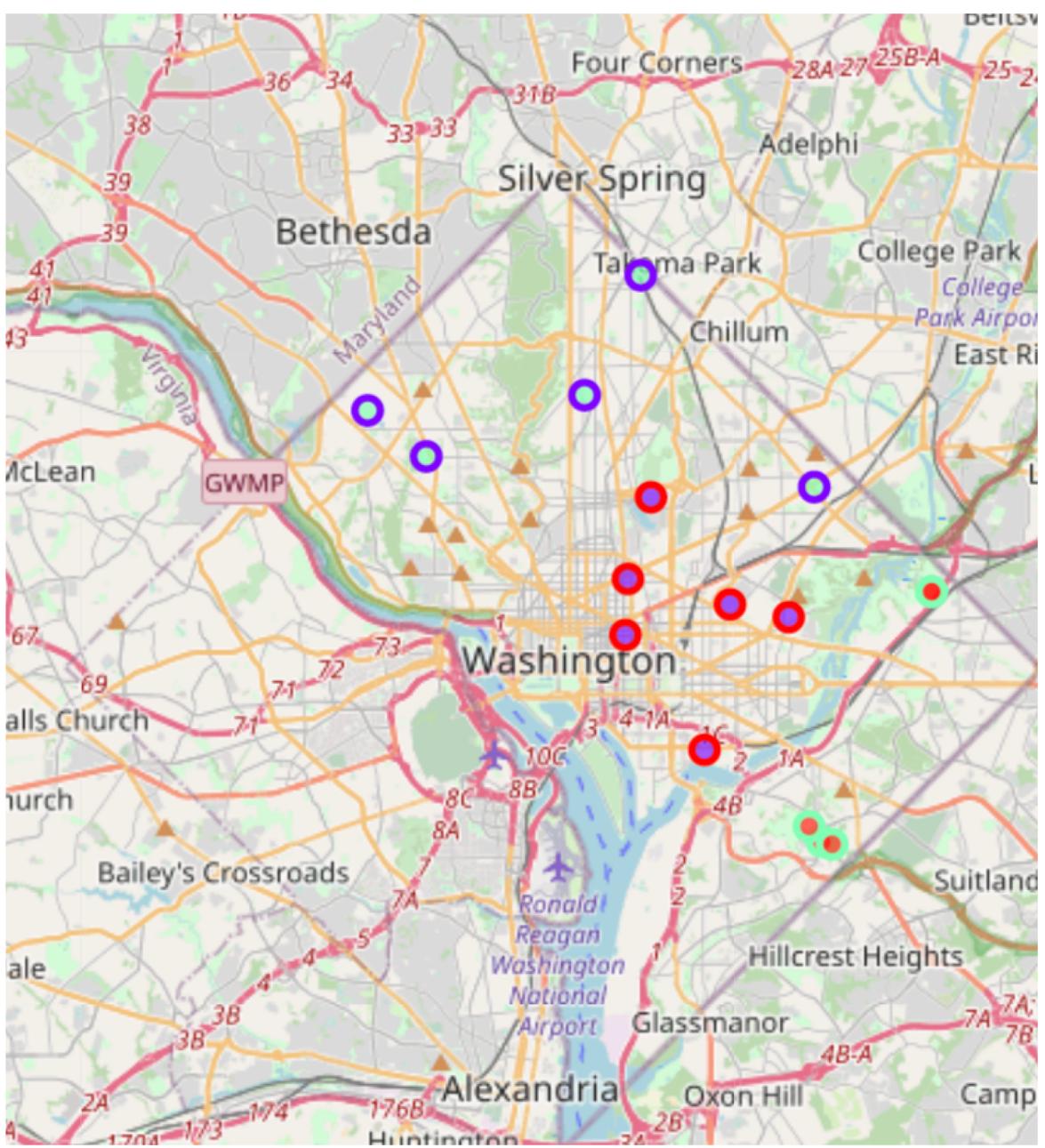
Methods

- Exploratory Analysis
- K-Means Clustering
- Making use of Pandas, Geopy, SciKit libraries and packages to analyze and visualize the data



Results

- 16 Neighborhoods list coffee shops as top venues on FourSquare
- Of these, Navy Yard, Shaw, and Chinatown have the highest rent



Discussion

- Partnering with coffee shops in affluent areas listing coffee shops as top venues would likely facilitate the success of Coffea Delivery
- These neighborhoods include
 - Navy Yard
 - Shaw
 - Chinatown
- Future expansion should focus on the three clusters of neighborhoods shown above.

Conclusion

- Coffea should have success in these neighborhoods especially during quarantine since in-person interaction is limited
- Coffea supports small businesses by specializing in coffee delivery