Potential Bubble Tea Store locations in City of Richmond Hill

Introduction

Bubble Tea, also know as milk tea, is a traditional tea-base drink invented in Taiwan. But it is also becoming a very popular trend in North American countries. You often see a long queue in front of a famous bubble store. As more and more young people fell in love with bubble tea, the demand of bubble shops increases, too. Therefore, the purpose of this project to help people who plan to open a bubble tea store in Richmond Hill to pick some best locations for their store based on neighborhood average income and neighborhood population.

Data

To find the best location for a bubble tea store in Richmond Hill, I will first use an open data called Profile of Income by Dissemination Area – Greater Toronto Area, 2016 from Markham’s government website: <http://data-markham.opendata.arcgis.com/datasets/york::profile-of-income-by-dissemination-area-greater-toronto-area-2016-census/data?geometry=-82.600%2C42.379%2C-76.063%2C45.155> . This table will be used to find the more populated neighborhoods in Richmond Hill. Furthermore, since the target market of bubble tea is young people mainly from age of 14 to 25, I will use the Foursquare location data to find high schools, colleges and universities around the neighborhood previously found.