

Introduction

This report aims to solve the problem of a new chain of coffee shop that will soon be moving to New York City. The coffee shops will be located across New York city. The owner of the proposed coffee shop then walked up to me as a data analyst and asked for my help.

I initially asked him for his proposed target for purchasing of the coffee and he responded by saying he would like to target the busiest part of the city. I responded by telling him that the coffee shop will be located in the busiest part of the city.

Another suggestion he agreed with was that he will start with the top 10 locations in the city and then the chain of stores will expand based on the success of the first 10 stores that will be established and he duly agreed with my take on this establishment. Another consideration is that the stores will be located within 10000m radius of the center of New York. This is to allow for easy supervision and control of the activities of the stores

Data Collection

The data for the analysis will be gotten from Foursquare. Foursquare is a company that provide data for several big companies including google and uber. Foursquare provides data even to the neighborhood level. The granularity of data from Foursquare will also help the easy navigation and understanding of the city. With the extent of their popularity and reliability of this company, they will serve me well for my analysis.

The data gotten from Foursquare will be analyzed using python and inferences will be drawn to choose the best locations.