COURSERA CAPSTONE: OPENING A COFFEE ROASTING COMPANY

Rachel Martin

A client wishes to open a coffee roasting company in Times Square, New York. She finds the foot traffic from tourists and locals to be promising for her business. She needs help finding the best location for her shop.

THE PROBLEM

THE DATA

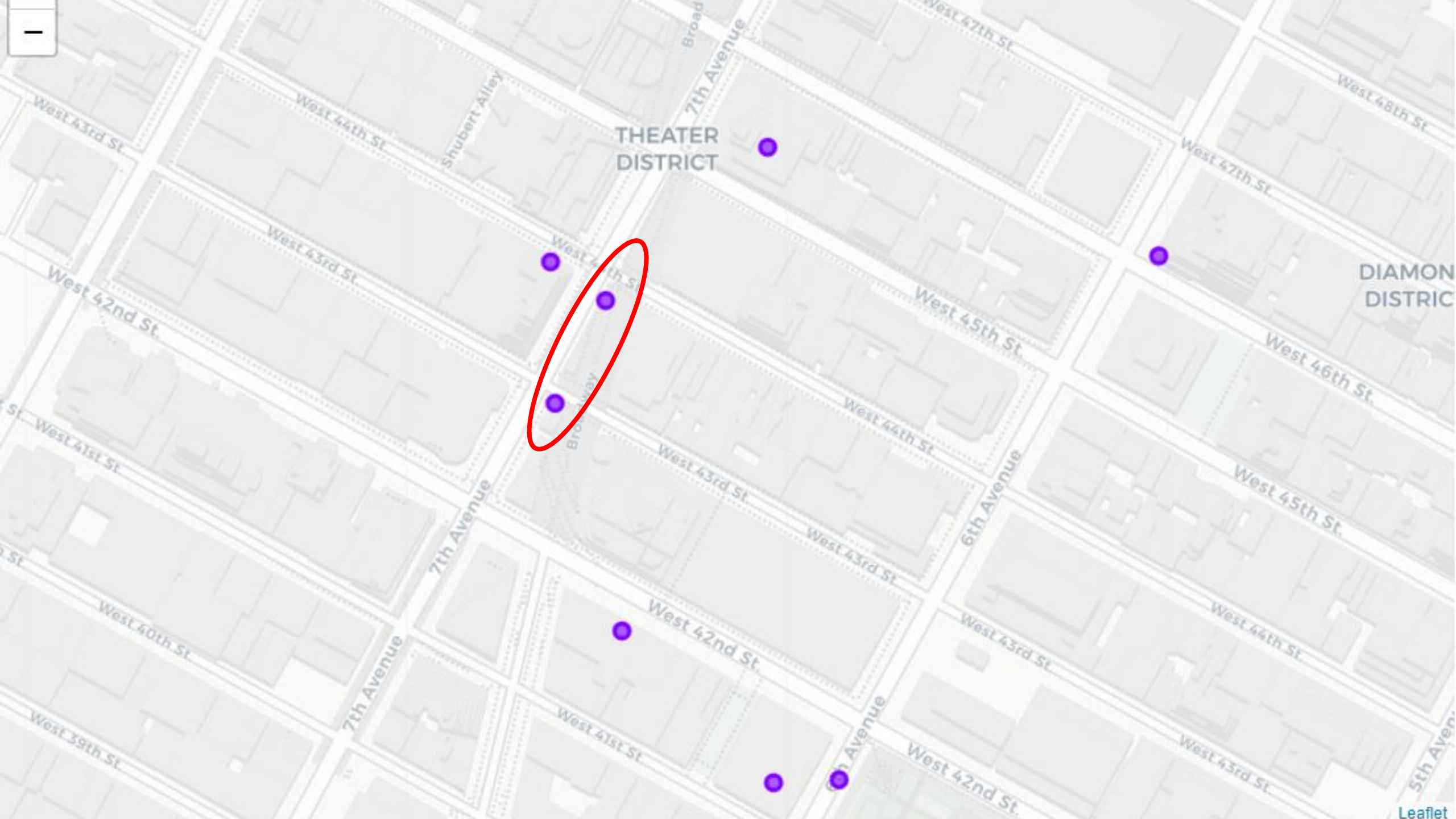
Using Foursquare's API, I look up the venues for the 20 closest coffee roasters to Times Square. I obtain the coordinates for these companies.

I plot each roaster on a map using the folium package. Once that is done, I cluster the roasters using k-means to find the ones closest to Times Square.

METHODOLOGY

RESULTS

The k-means clusters return several roasting companies near Times Square. I determined there are two roasters very near or in Times Square. These shops are located on 43rd and 44th Streets, bordering Times Square.


THEATER
DISTRICT
DIAMON
DISTRIC
West 42nd St
West 43rd St
West 44th St
West 45th St
West 46th St
West 47th St
West 48th St
West 41st St
West 40th St
West 39th St
7th Avenue
6th Avenue
Shubert Alley
Broadway
Leaflet

DISCUSSION

Based on the locations of these shops, I determine a shop on 7th Avenue at the midpoint between 43rd and 44th Streets is the best location for my client.

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