Prospective Coffee Shop Locations in Los Angeles

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**Introduction**

The coffee business has seen a recent influx of participants as consumers begin to expect more out of their caffeine experience than older formats such as Starbucks, Coffee Bean and Tea Leaf, or your standard cafe can offer. This “third-wave coffee” trend is quickly becoming a crowded space to occupy, especially in denser cities. In addition to the constant search for novelty in this market is the race to bring this new coffee-style to every uninitiated neighborhood across the globe. To aid in this effort, this analysis will attempt to predict new locations where these businesses can thrive.

**Data**

The metrics to be used for this analysis will primarily be sourced from Foursquare, a location-data and technology platform that serves as the basis for popular apps such as Uber and Apple Maps. In particular, this model will utilize Foursquare’s social aspects, such as ratings and likes, as a measure of a business’ success. The surrounding venues will reveal several key considerations such as: diversity of other activities, competition, and complimentary businesses. In order to gather a comprehensive list of coffee shops within the city we focus on, a set of postal codes are used as anchors for our search calls. The implementation of the model will also rely on coordinates of the most frequent venue neighbors as centers for new location considerations.