

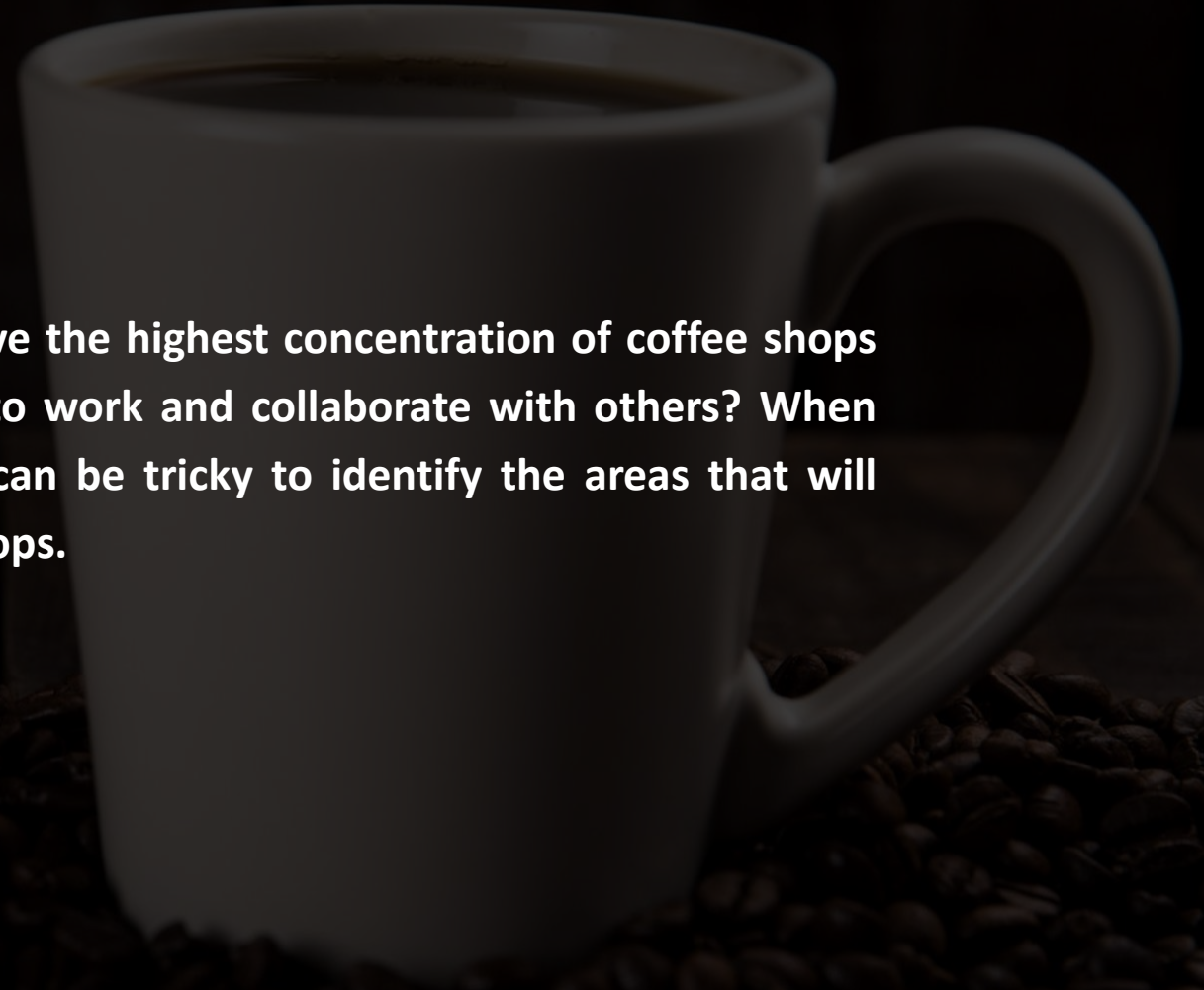


Coffee Shops in Jacksonville, FL

Data Analysis By Scott Brown

OUR QUESTION

Which are the top areas of Jacksonville, FL that have the highest concentration of coffee shops where students or remote employees often need to work and collaborate with others? When these individuals are relocating to Jacksonville, it can be tricky to identify the areas that will provide the most opportunities to work in coffee shops.



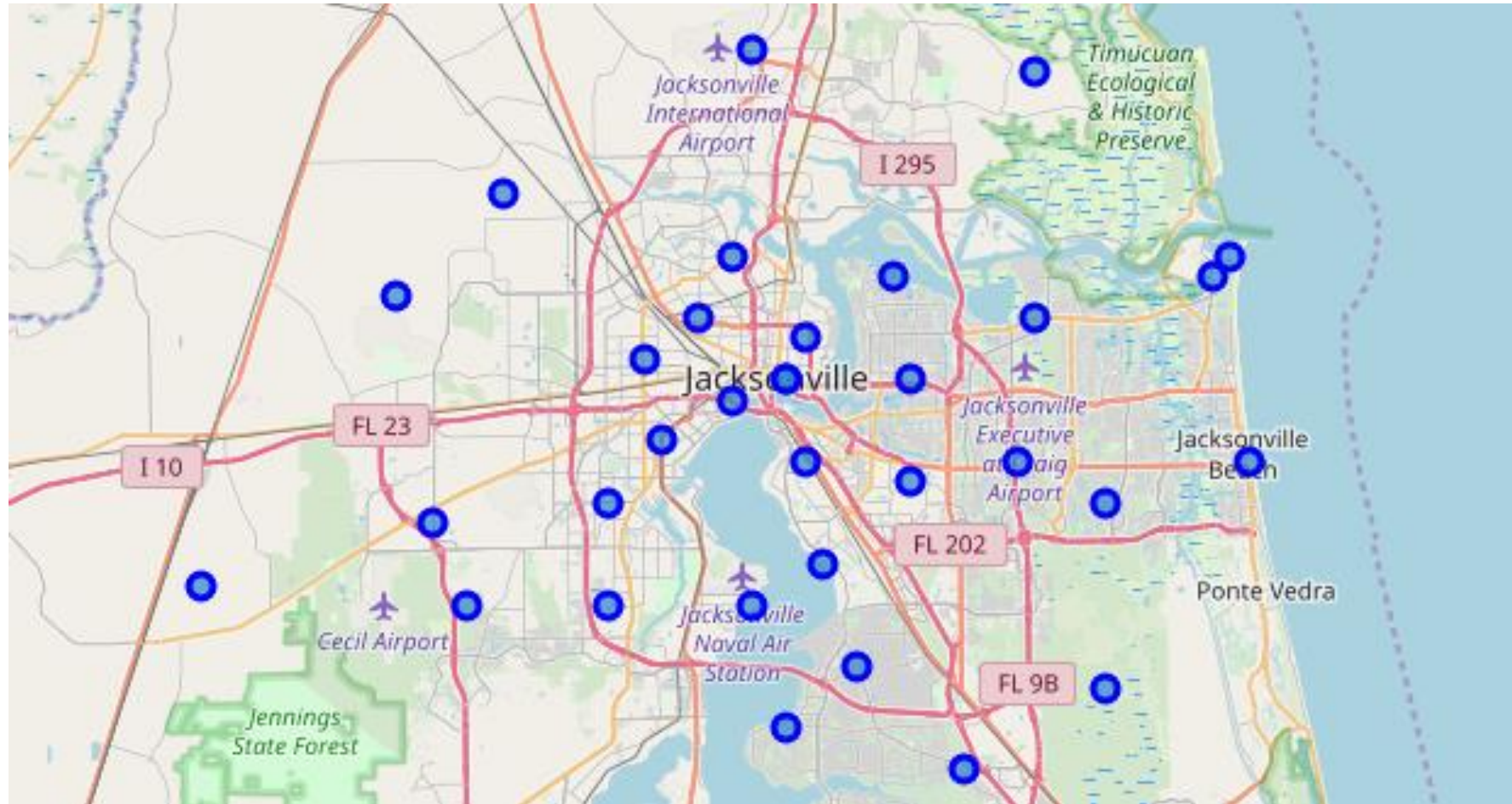
Zip Code Listing

- Zip Codes for Jacksonville FL
- Centroid coordinates
- Retrieved from: <https://www.unitedstateszipcodes.org/zip-code-database/>

Four Square

- Venues retrieved from Four Square API
- Venue categories included along with latitude and longitude coordinates.
- Isolated to 'Coffee Shops'

Map of Jacksonville with Zip Code Centroids



Example of Data for Coffee Shops from Four Square

	Zip	Zip Latitude	Zip Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
6	32099	30.33	-81.65	Chamblin's Uptown	30.328552	-81.658890	Coffee Shop
21	32099	30.33	-81.65	The Brick	30.328458	-81.660795	Coffee Shop
24	32099	30.33	-81.65	Urban Grind Coffee Company	30.326413	-81.659212	Coffee Shop
53	32099	30.33	-81.65	Bold Bean Coffee	30.306463	-81.653809	Coffee Shop
106	32202	30.33	-81.65	Chamblin's Uptown	30.328552	-81.658890	Coffee Shop

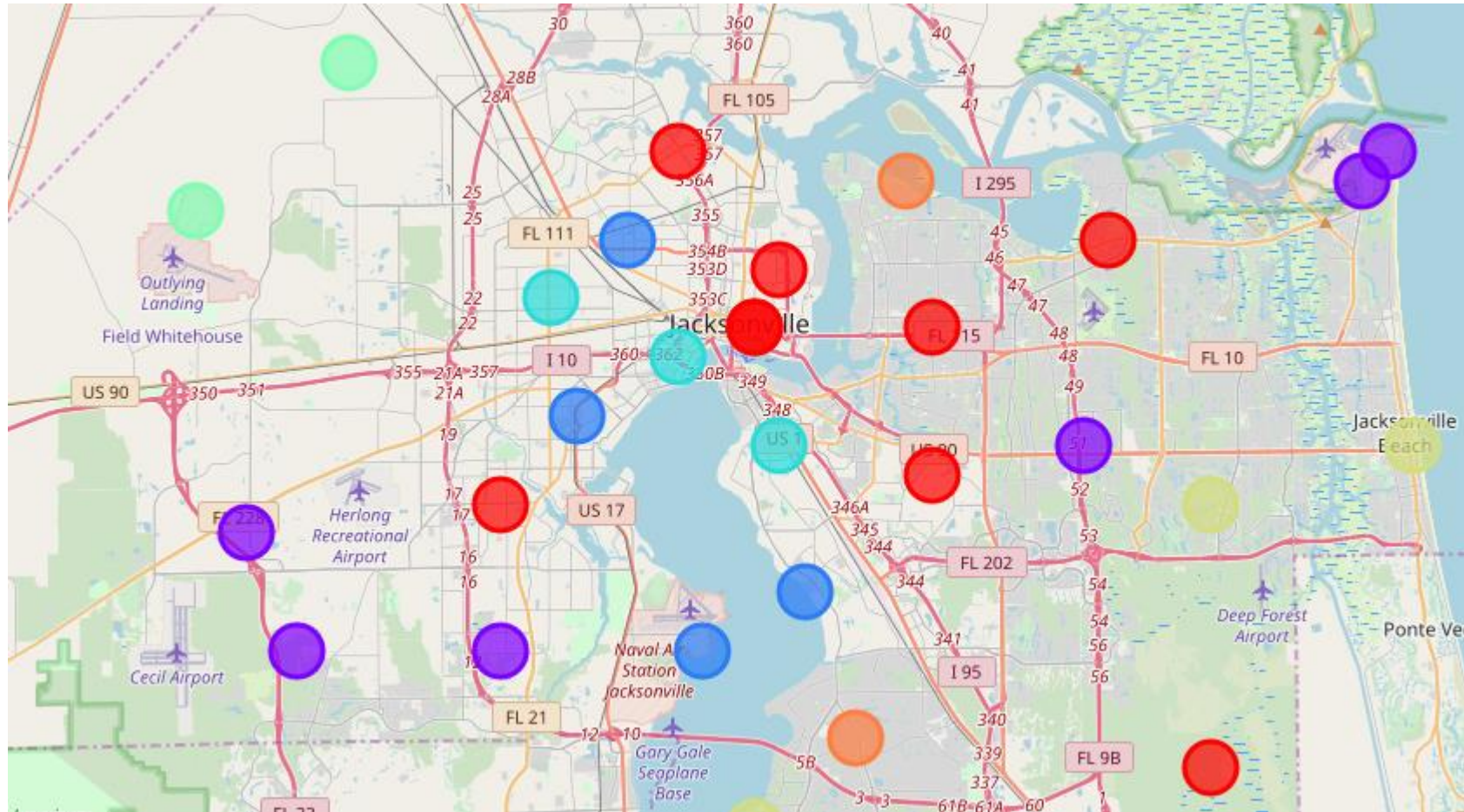
Coffee Shops By Zip Code Sorted with Heavy Concentration on Top

	Zip	Coffee Shop
27	32254	0.060000
2	32204	0.060000
5	32207	0.060000
12	32217	0.050000
3	32205	0.050000
7	32209	0.050000
10	32212	0.050000
28	32256	0.041667
20	32225	0.040000
1	32202	0.040000
30	32258	0.040000
0	32099	0.040000

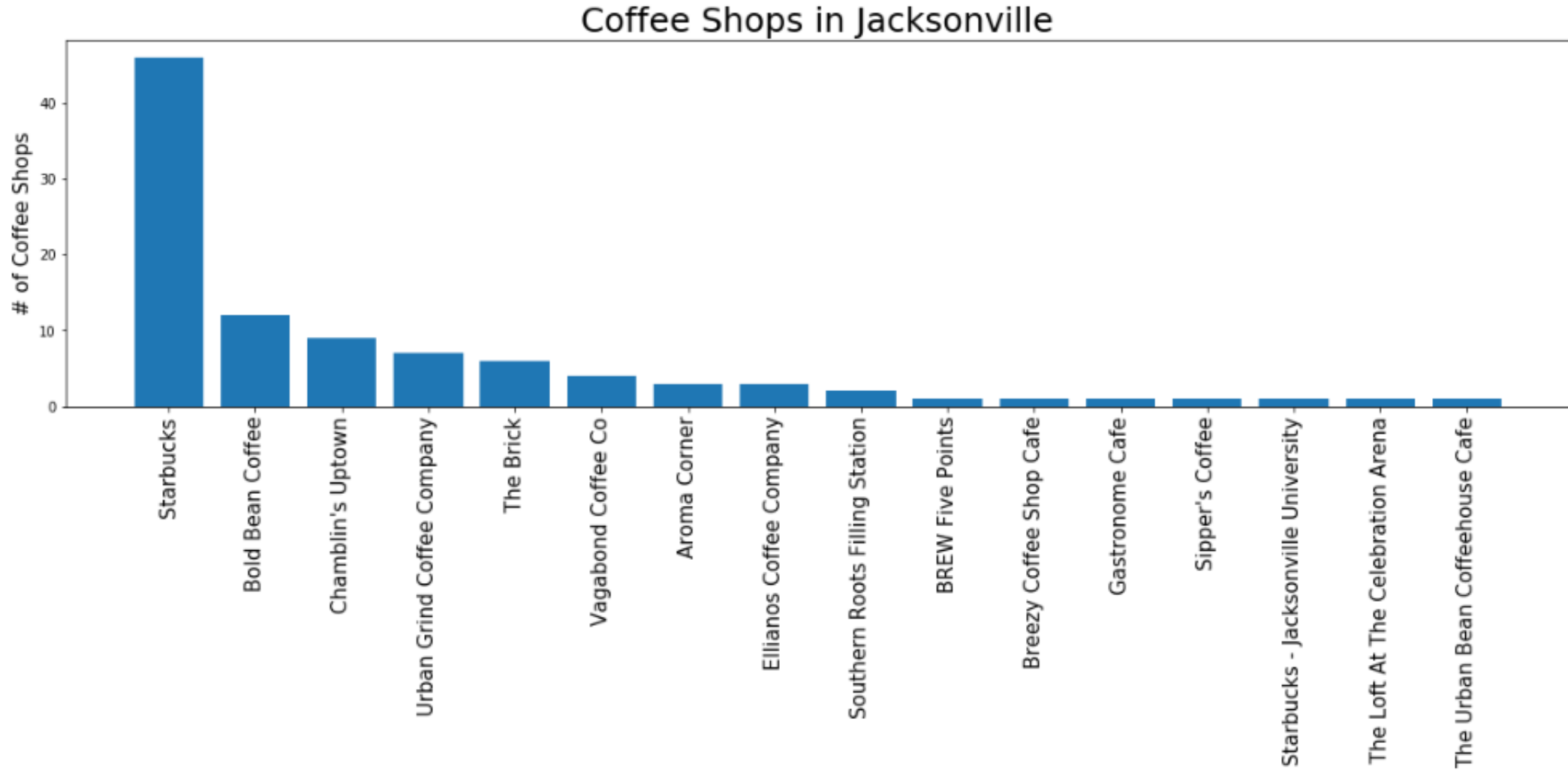
9	32211	0.040000
8	32210	0.040000
6	32208	0.040000
4	32206	0.040000
11	32216	0.040000
26	32250	0.030000
13	32218	0.030000
18	32223	0.030000
19	32224	0.030000
29	32257	0.020000
32	32277	0.020000
17	32222	0.011765

16	32221	0.010526
24	32244	0.010000
25	32246	0.010000
22	32227	0.010000
31	32267	0.010000
23	32234	0.000000
21	32226	0.000000
15	32220	0.000000
14	32219	0.000000

Coffee Shop Clusters By Zip



Coffee Shop Clusters By Brand



Conclusion

The Jacksonville zip code with the heaviest concentration of coffee shops is 32204 (Riverside), 32207 (San Marco), and 32254 (Westside). These areas are more historic and tend to attract a younger and trendy population. This result makes a lot of sense given my knowledge of the city.

The zip codes that also have a heavy concentration of coffee shops are the following:

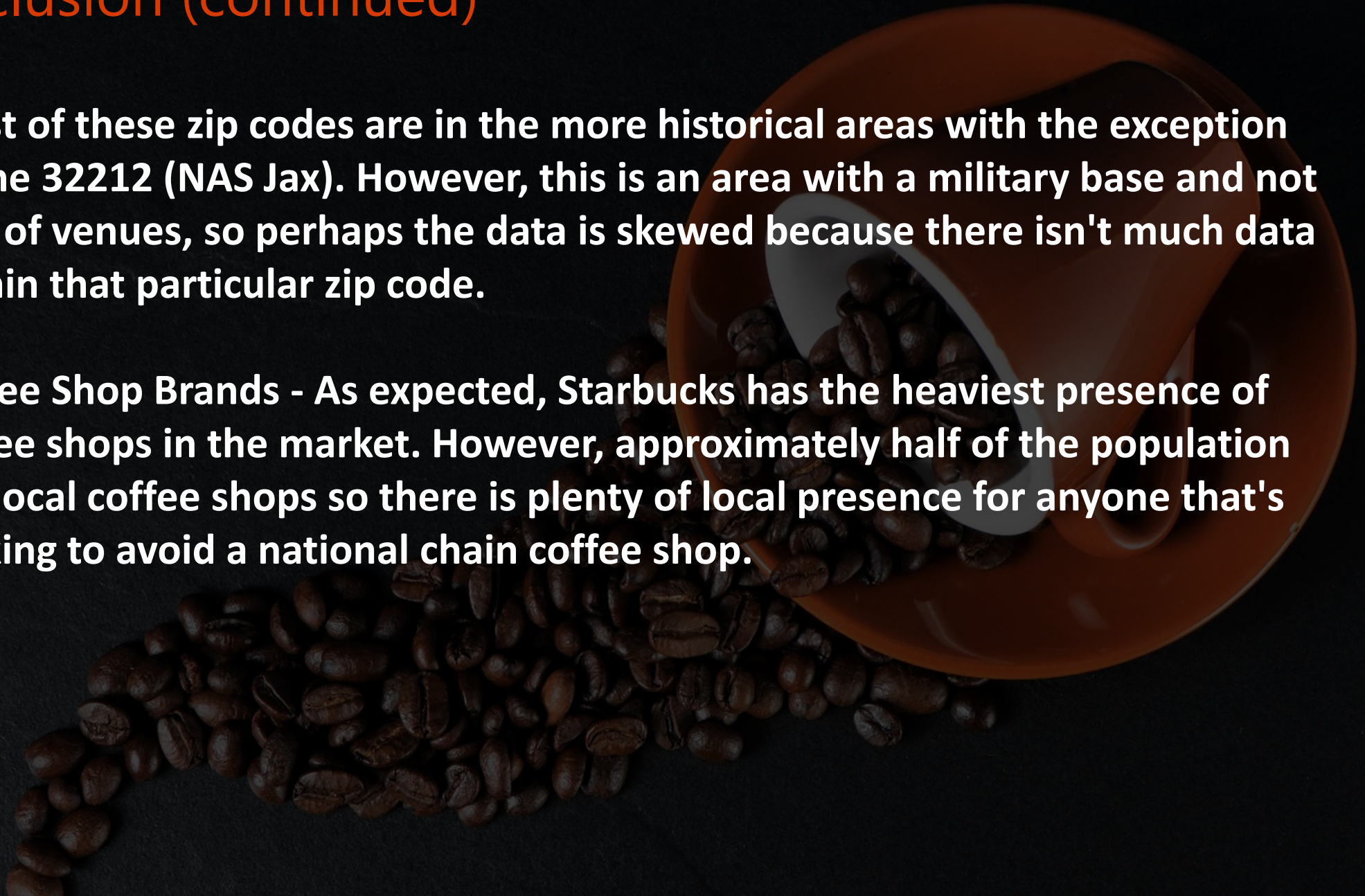
32205 (Westside near Riverside) 32209 (North part of Downtown) 32217 (San Jose) 32212 (NAS Jax) 32225 (Intracoastal area)

Several of these make a lot of sense based on my initial expectations. However, it was surprising to see the 32209 (North part of Downtown) zip code on these results. Perhaps some of the revitalization of downtown projects have encouraged growth in these areas.

Conclusion (continued)

Most of these zip codes are in the more historical areas with the exception of the 32212 (NAS Jax). However, this is an area with a military base and not a lot of venues, so perhaps the data is skewed because there isn't much data within that particular zip code.

Coffee Shop Brands - As expected, Starbucks has the heaviest presence of coffee shops in the market. However, approximately half of the population are local coffee shops so there is plenty of local presence for anyone that's looking to avoid a national chain coffee shop.



THANK YOU!

