WORLDS BEST COFFEE

NEW COFFEESHOP IN NEW YORK

OUR SITUATION

- Sidamo Coffee grew a sensational new type of coffee

- The ethopian Company plans to control the full value chain and wants to open a premium coffee shop in New York City to sell ist coffee

- We have the job to advice the best place for the first Coffee shop

OUR WAY

- Successful location for a coffee shops is next to other coffee shops

- We are searching for places with many coffee shops next to each other

- We are searching for the best rated coffee shops in a neighbourhood

- We are searching für three different proposals

OUR DATA

- Location Data from NYC with neighbourhoods and their coordinates from cognitive class as a json file

    https://ibm.box.com/shared/static/fbpwbovar7lf8p5sgddm06cgipa2rxpe.json

- FourSquare Data with information about existing coffee shops or cafés in NYC via API

PROCESS

- We start our Analysis by collecting geolocation Data.

- In a second step we collect Data about coffee shops in New York City

- We join this Data and create clusters from this data

- We use k-means

- We use the highest Cluster as Result

RESULT

- Our Customer should uses one of these neighourhoods to open it's coffee shop
  - Boerum Hill
  - Carnegie Hill
  - Clinton
  - East Williamsburg
  - Greenpoint
  - Hudson Yards
  - Midtown South
  - Morningside Heights
  - North Side