

IBM Applied Data Science
Capstone Project

Opening a Boba Tea Place in Los Angeles

By Scout Zhou
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Introduction

Boba milk tea or bubble milk tea has been the most trending food in Eastern Asian since early 2000, and it is increasingly getting more attention globally in recent years. Boba culture started as early as in the late 80s in Taipei. While Milk tea has always been well-known in Taiwan and other parts of the world, adding some chewy tapioca balls to traditional milk tea happens to be a revolutionary outbreak in this industry. Nowadays, Boba tea has exploded in popularity across the US. Some famous Boba shop includes CoCo Fresh Tea&Juice, Gong Cha, Yi Fang Taiwan Fruit Tea, and etc.

Business Problem and Target Audience

As mentioned above, the Eastern Asian community, especially the younger Eastern Asian community is profoundly passionate about Boba milk tea. It will be beneficial for property developers to consider taking advantage of this trend and open a Boba milk tea shop. Opening a new Boba milk tea shop will require more consideration than it seems. The profit of having a small business as a Boba milk tea shop will heavily depends on its location. Hence, this capstone project will focus on finding the best geographical location of having a Boba milk tea shop in San Fernando Vally in California. As designed, this project will be particularly helpful for the people who would like to have their own small business and invest in the Boba milk tea industry.

Data and Methodology

Data we needed for this project including

- The names of neighborhoods of the San Fernando Valley which will be used to determine the scope of this project
- The location of neighborhoods within the scope, including the Longitude and Latitude which will be used to extract information about each neighborhood with Foursquare

- The venues available in each neighborhood to make further analysis regarding if the location is appropriate for our goal

Reference

A brief history of Boba Milk tea

<https://www.foodandwine.com/tea/bubble-tea-taiwanese-street-drink-turned-american-addiction>