



# Where's the best place to open a Boba Shop in OC?

Team Pearls

**Luke Morris, Chih-Han Chi, Mandy Huang, Kristy Weng, Shan Gao**



# Why Boba?

Boba/Bubble Tea is a booming market

\$2 billion market in 2019

Forecasted to make **\$3.4 billion in 2031**



# Methodology



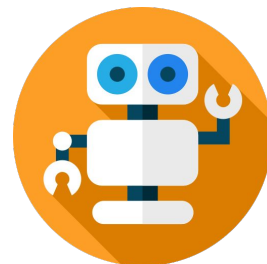
Census Data



Web Scrape  
Yelp data



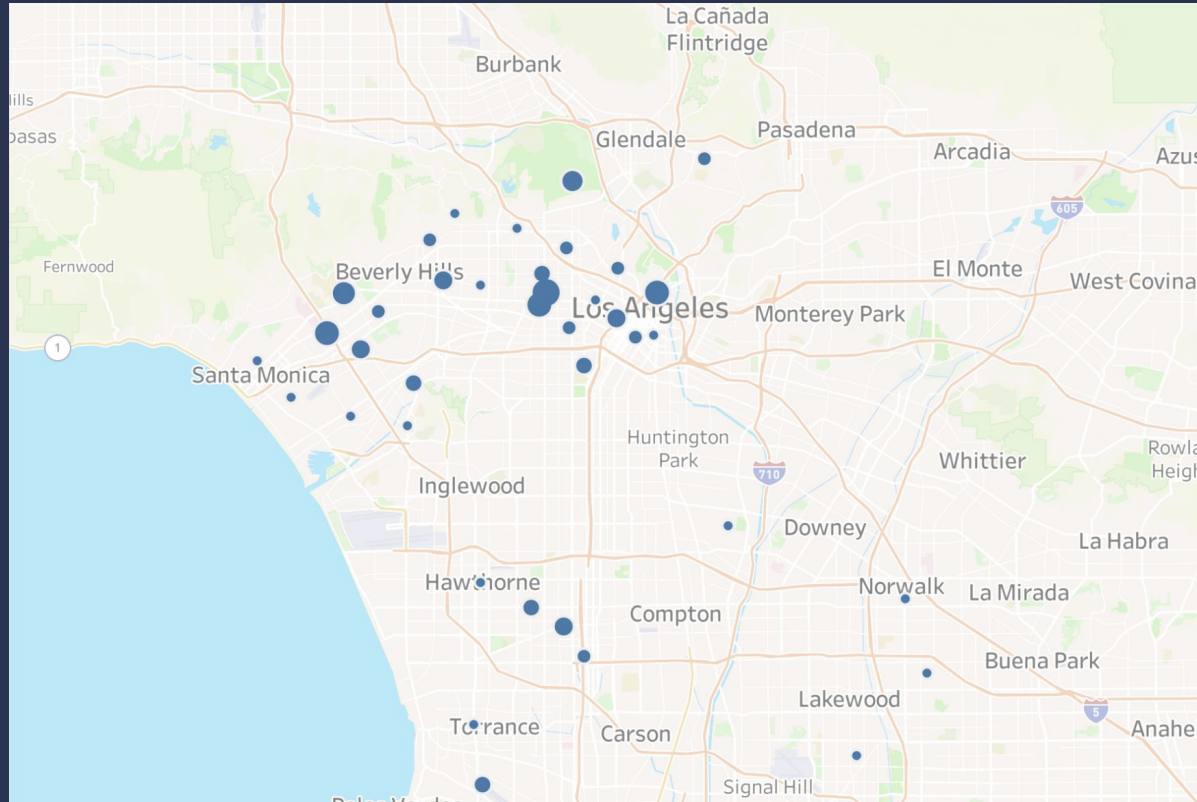
Exploratory  
Data Analysis



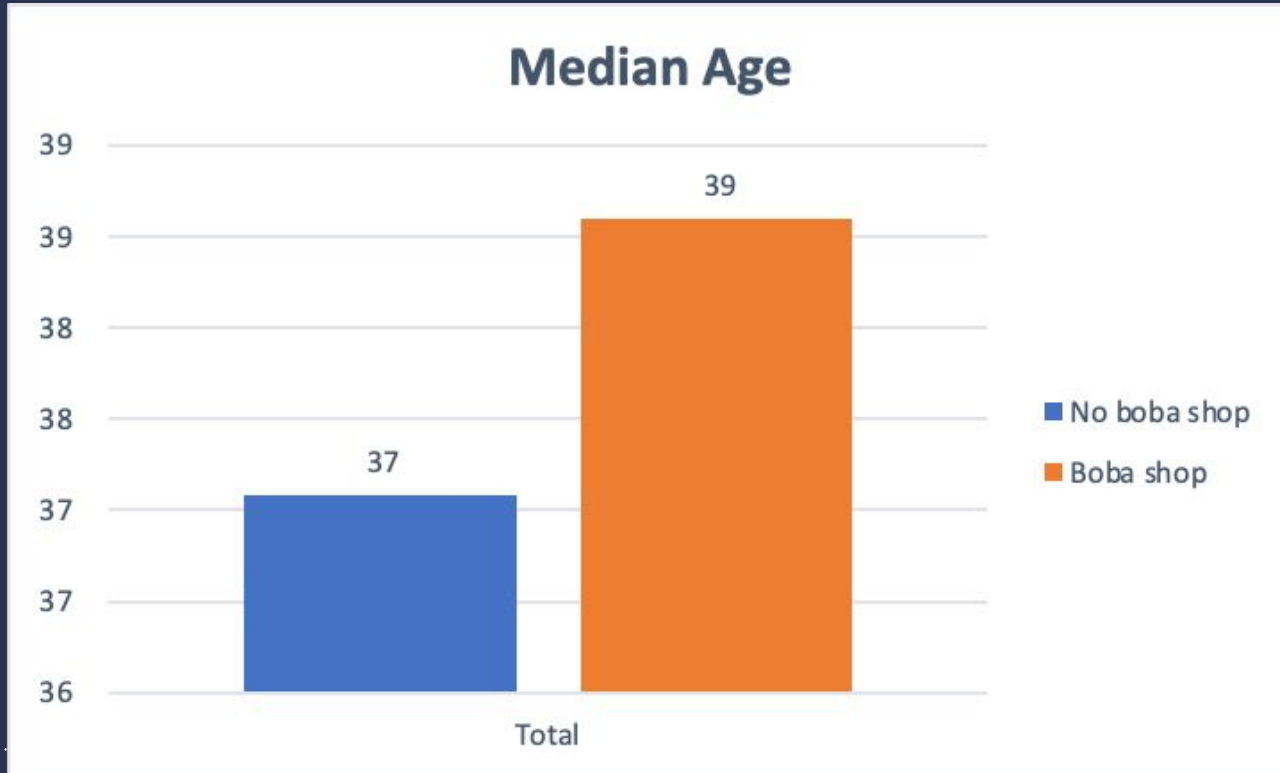
Train & Fit  
Model



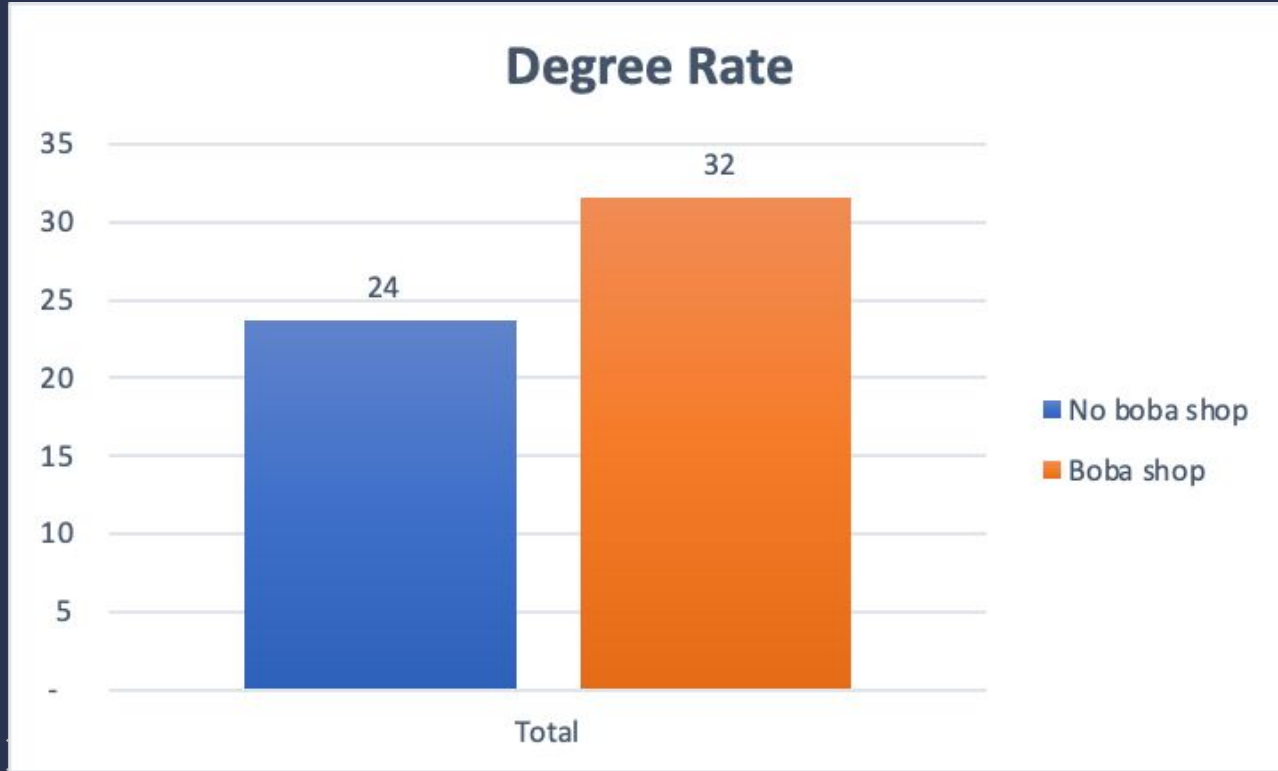
# Boba Shops in LA County



# The area with boba shops has higher median age



# The area with boba shops has higher degree rate





# What Makes an Ideal Boba Shop Location?



## Young Visitors

Millennials and Gen-Z (and whatever's after) drive the purchases



## High Traffic

Whether a popular work spot or living area, crowds help



## Low Rent Burden

Boba is a pleasure spend bought with expendable income





# **BEST PLACE : 92617, Irvine**

## **UC Irvine**







**Thanks !**