



WHERE TO OPEN A BUBBLE TEA STORE IN VANCOUVER

Coursera Capstone Project

WHAT IS BUBBLE TEA AND WHY OPEN A NEW BUBBLE TEA STORE?

- Bubble tea is a drink made using a variety of ingredients such as tea, juice or sweetened flavoured milk usually with sweet black tapioca pearls.
- Starting a new store is a good business because:
 - It is relatively inexpensive - it requires less equipment than a traditional coffee shop or restaurant,
 - Profit margins are high - the ingredients, such as tea, are inexpensive,
 - Preparing bubble tea is easy - not much staff training is required.

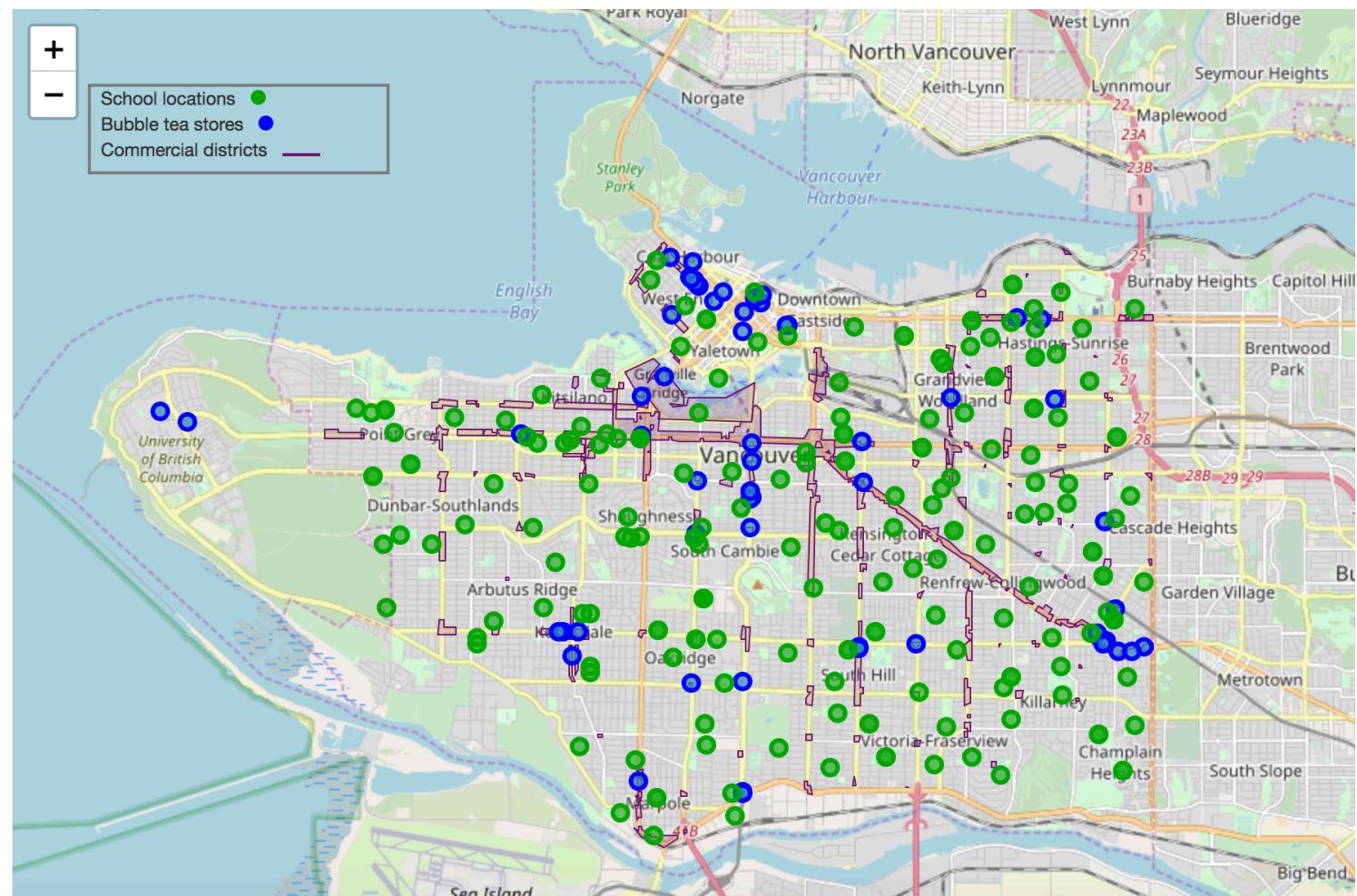


CURRENT MARKET ANALYSIS

- Currently there are about 60 bubble stores in Vancouver, whereas there are 108 Starbucks and numerous other coffee shops.
- Big Asian chains, such as Chatime, have just started moving into the area.
- Bubble tea is very popular with the tween population
- Next slide shows the locations of the current bubble tea stores, the commercial zones and the locations of schools in Vancouver.
- The data is retrieved from <https://foursquare.com/> and the City of Vancouver website



SCHOOLS, BUBBLE TEA STORES AND COMMERCIAL ZONES IN VANCOUVER



ANALYSIS OF THE CURRENT MARKET

- Opening a bubble tea store in next to a school is a good idea, because of the popularity of the drink with the tween population.
- The bubble tea store should also be located in a commercial zone, so there is a lot of other pedestrian traffic.
- Some schools are in very residential neighbourhoods and close to only very small commercial district.



PROPOSED METHOD FOR FINDING GOOD LOCATIONS

- Look within 800m of a school,
- Consider only schools that are within 800m of a commercial zones,
- Consider only schools that are in neighbourhoods that are “walkable” as defined by the <https://www.walkscore.com/methodology.shtml> and sort the schools according to their walk score,
- Take the top 5 schools and highlight the schools and the neighbouring commercial zones on the map,
- Use the knowledge of the area to select 3 out of the 5 schools to recommend as good locations.



WALK SCORE DEFINITION FROM [HTTPS://WWW.WALKSCORE.COM/ METHODOLOGY.SHTML](https://www.walkscore.com/methodology.shtml)

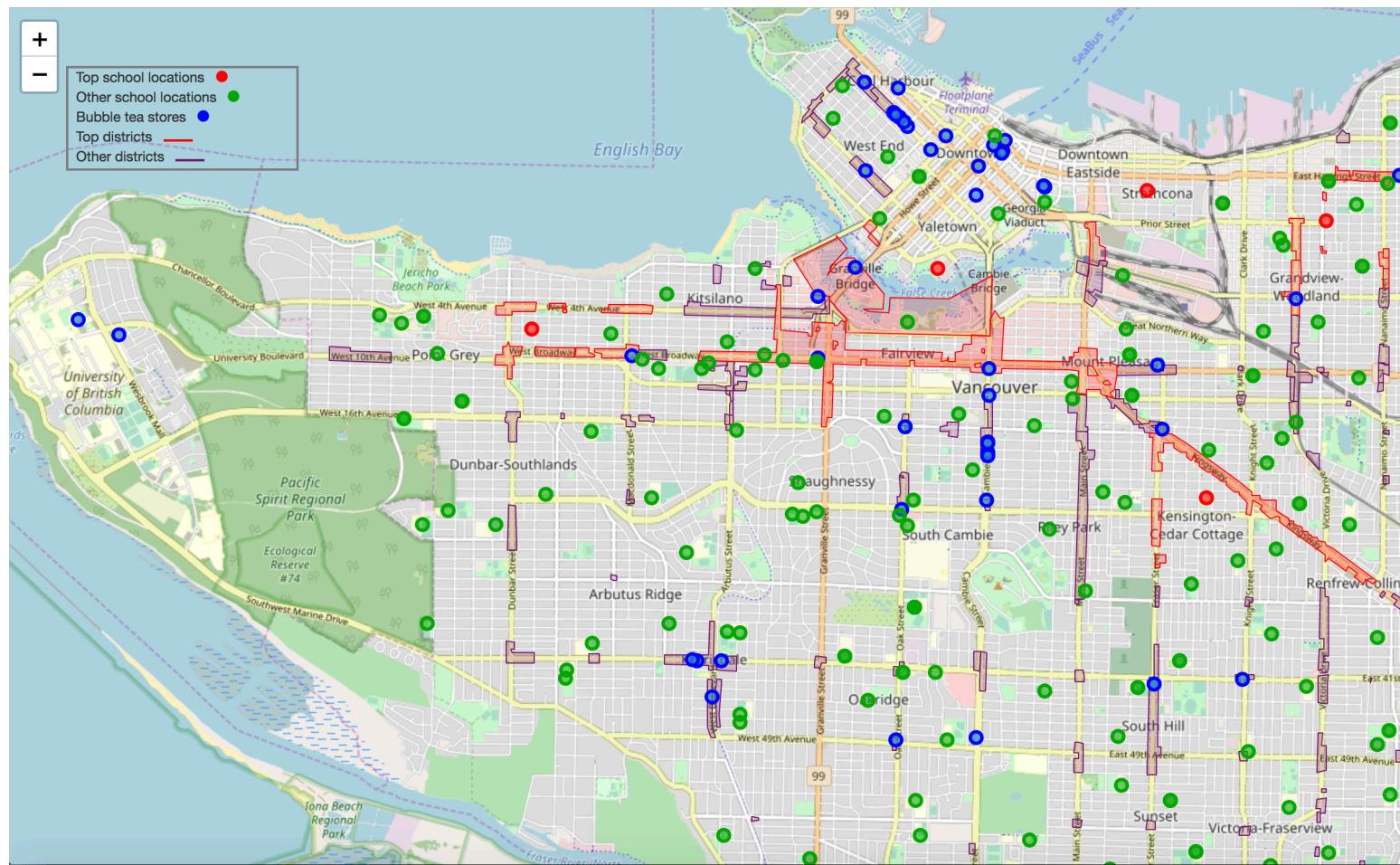
- Walk Score measures the walkability of any address using a patented system. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a 5 minute walk (.25 miles) are given maximum points. A decay function is used to give points to more distant amenities, with no points given after a 30 minute walk.
- Walk Score also measures pedestrian friendliness by analyzing population density and road metrics such as block length and intersection density. Data sources include Google, Education.com, Open Street Map, the U.S. Census, Localeze, and places added by the Walk Score user community.

RESULTS

- The outlined approach came up with the following 5 schools:
 1. Elsie Roy Elementary
 2. Lord Strathcona Community Elementary
 3. Bayview Community Elementary
 4. St Francis of Assisi
 5. Charles Dickens Annex
- On the next slides the locations of these schools and the nearby commercial districts are highlighted in red



SUGGESTED LOCATIONS FOR A BUBBLE TEA STORE IN VANCOUVER



ANALYSIS OF THE RESULTS

- Elsie Roy Elementary is recommended based on the proximity to the zone that is across the water from it, and as such is really not at a walking distance to the zone.
- The top 5 ranked schools are have very similar walk scores and it would take an expert on the area to distinguish between them.



RESULTS AND CONCLUSION

- Based on other factors, such as the size of the schools, how many other schools are relatively close to the chosen school and the make up of the neighbourhood, I would recommend opening a bubble tea store close to a schools using the ranking:
 1. Charles Dickens Annex
 2. Bayview Community Elementary,
 3. Lord Strathcona Community Elementary
(consider the historic Chinatown district).



POSSIBLE EXTENSION

- Refine the distance function, so the districts that are across the water from a location are not counted as close districts.
- Incorporate the bike score of a location to choose a good location.
- Use other metrics, such as size of a school or the number of schools that are within a reasonable distance of a commercial district, when choosing a commercial district in which a bubble tea store could be successful.

