



Locating a Coffee shop in the Los Angeles Area

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Introduction

- ❖ Starting a business is difficult and stressful
- ❖ According to a study done by UC Berkeley
 - ❖ 17% of restaurants fail
 - ❖ 19% of service businesses fail
- ❖ Location, Location, Location

Data

❖ Foursquare API



❖ UCLA GIS Dept

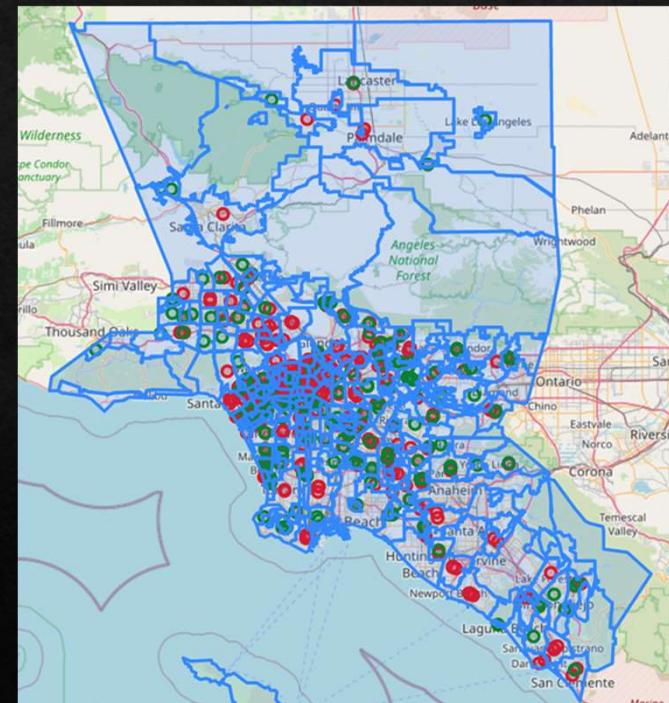


Data Preparation

- ❖ Import data from Foursquare API
- ❖ Import data from UCLA GIS
- ❖ Evaluated individually office data and coffee shop data
- ❖ Evaluated the combined data (office + coffeeshop data)

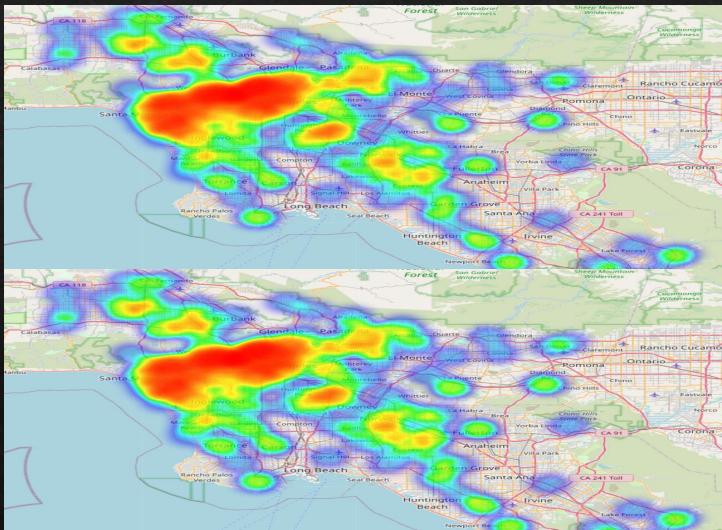
Methodology - Exploratory Analysis

- ❖ Map the locations of coffee shops and offices
 - ❖ Map the neighborhood dividing lines
 - ❖ Reviewed the “Top 25” nieghborhoods for coffee shops and office

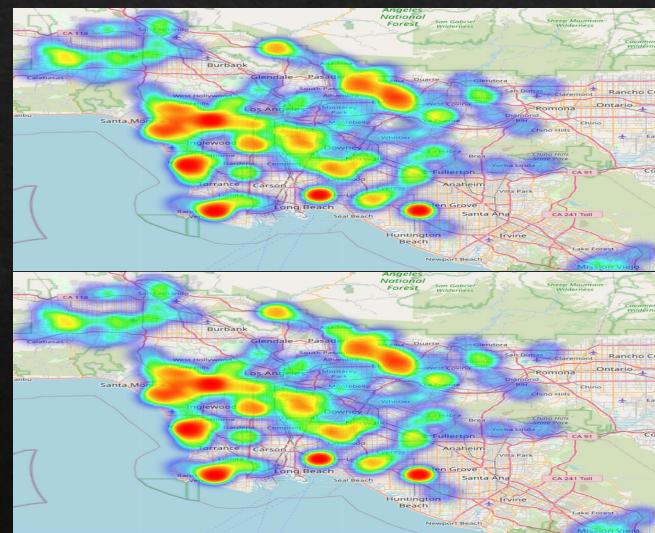


Methodology - Analysis

Heat Map: Coffee Shops

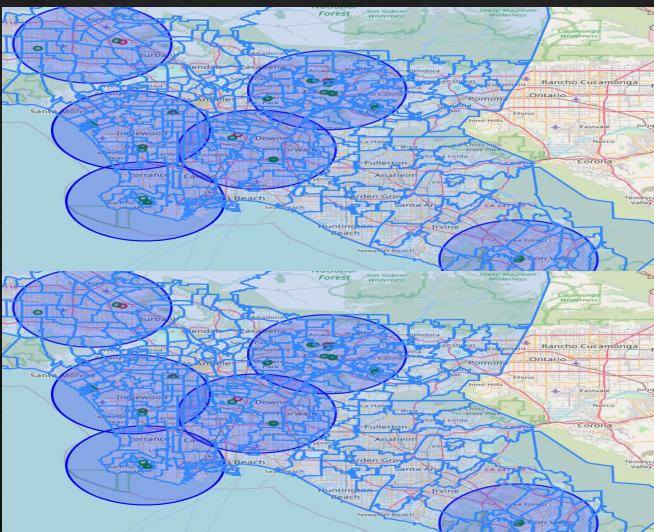


Heat Map: Office locations



Methodology - Analysis

K Means Clustering: Just Coffee
shops and offices

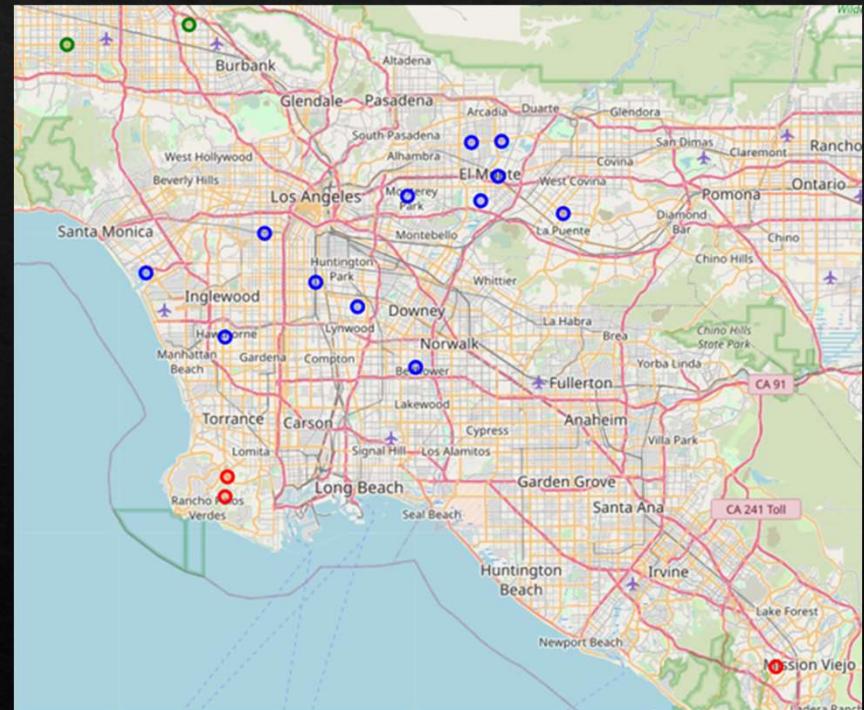


K Means Clustering: All Venues



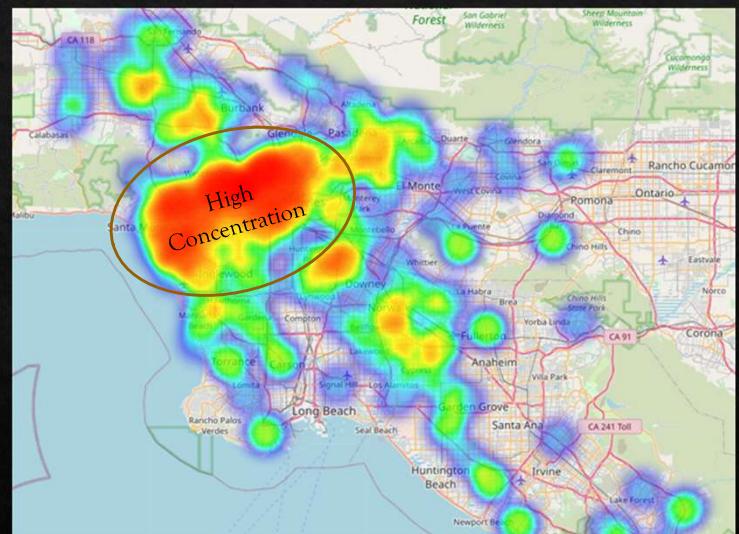
Methodology - Analysis

- ❖ DBSCAN Cluster to further understand similar neighborhoods



Results

- ◆ Central LA has a higher concentration of coffee shops and the southern part of LA county has a lower concentration of coffee shops
- ◆ Offices are more spread-out throughout the area



Discussion and Conclusion

- ❖ Recommend Rolling Hills and Mission Viejo as potential locations
- ❖ Important to understand competition can come from not only neighborhood but neighboring neighborhoods

