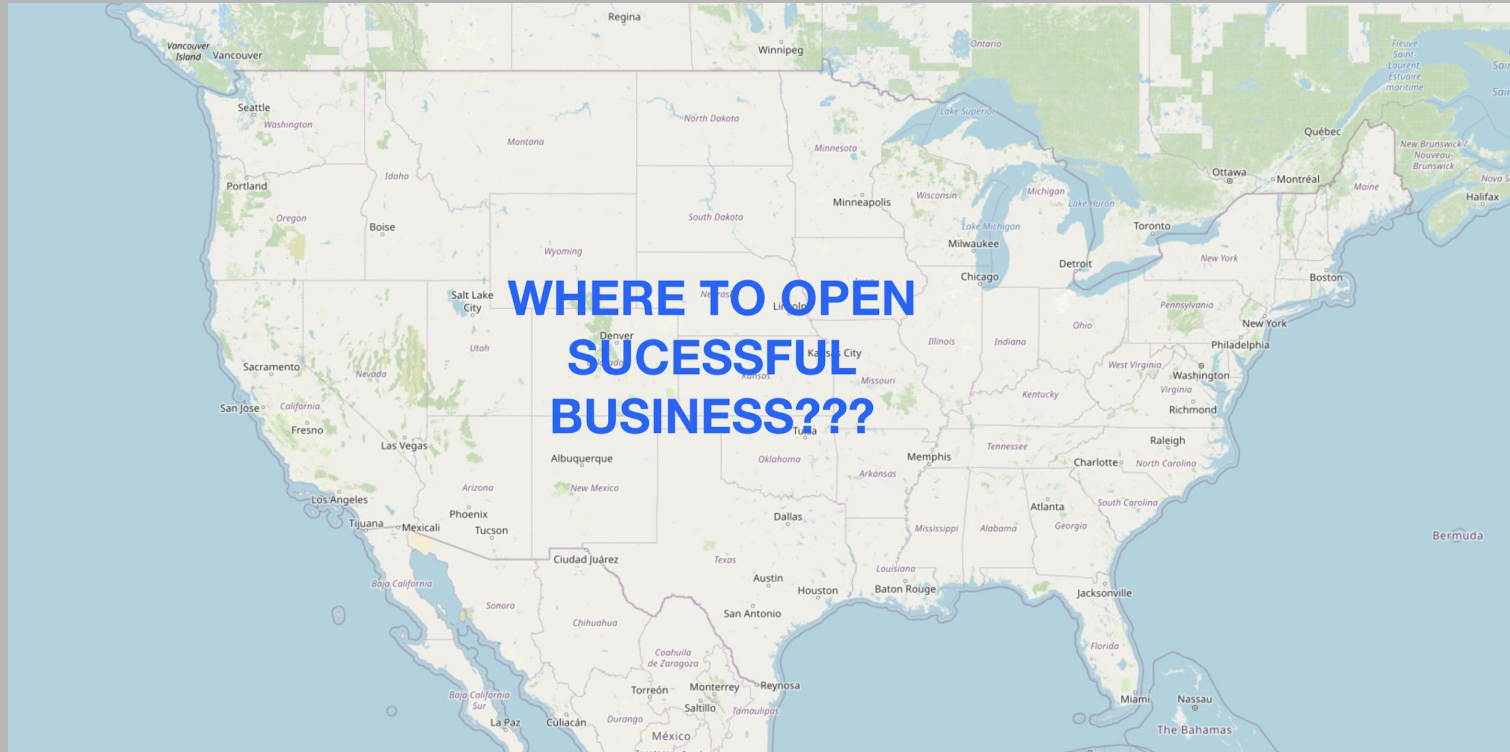


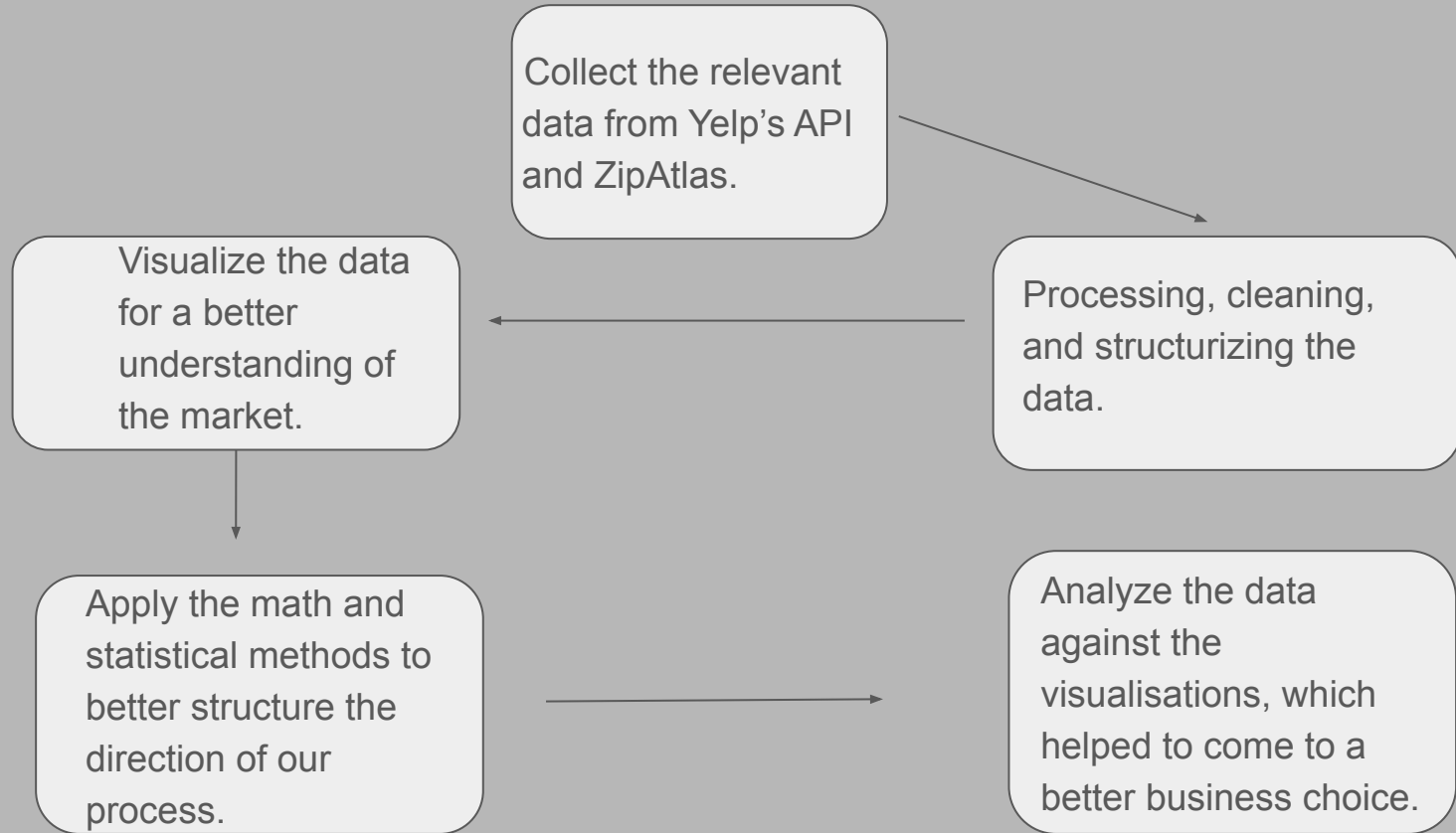
Optimizing Locations for a Shop between Boroughs in NYC

Ivan & Guy

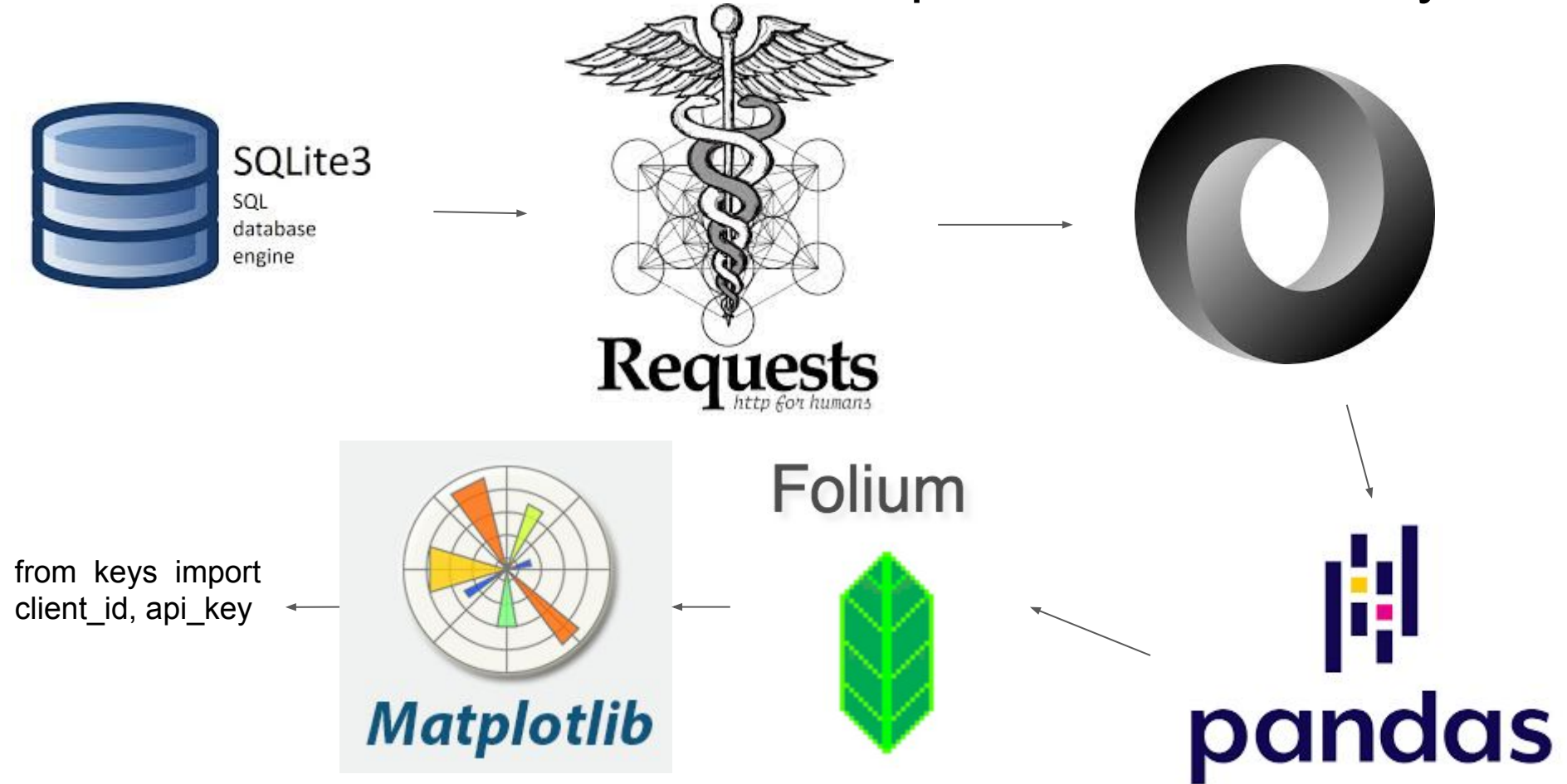
Business Question: How will we figure the best place to pick a place for a new coffee shop in Brooklyn / Queens?



The steps to get to the best business results

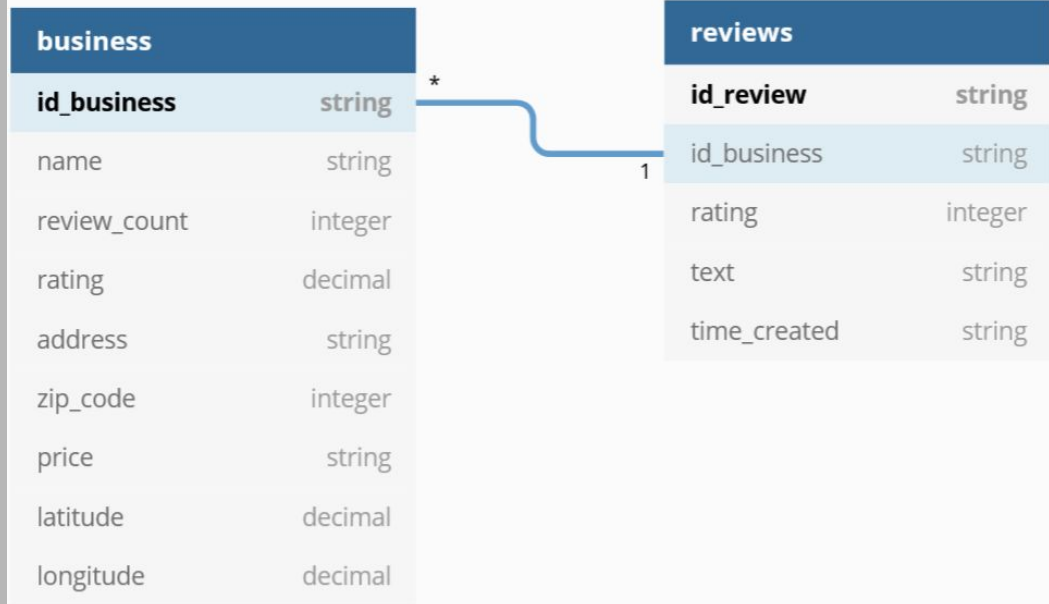


The libraries and methods we imported for our analysis

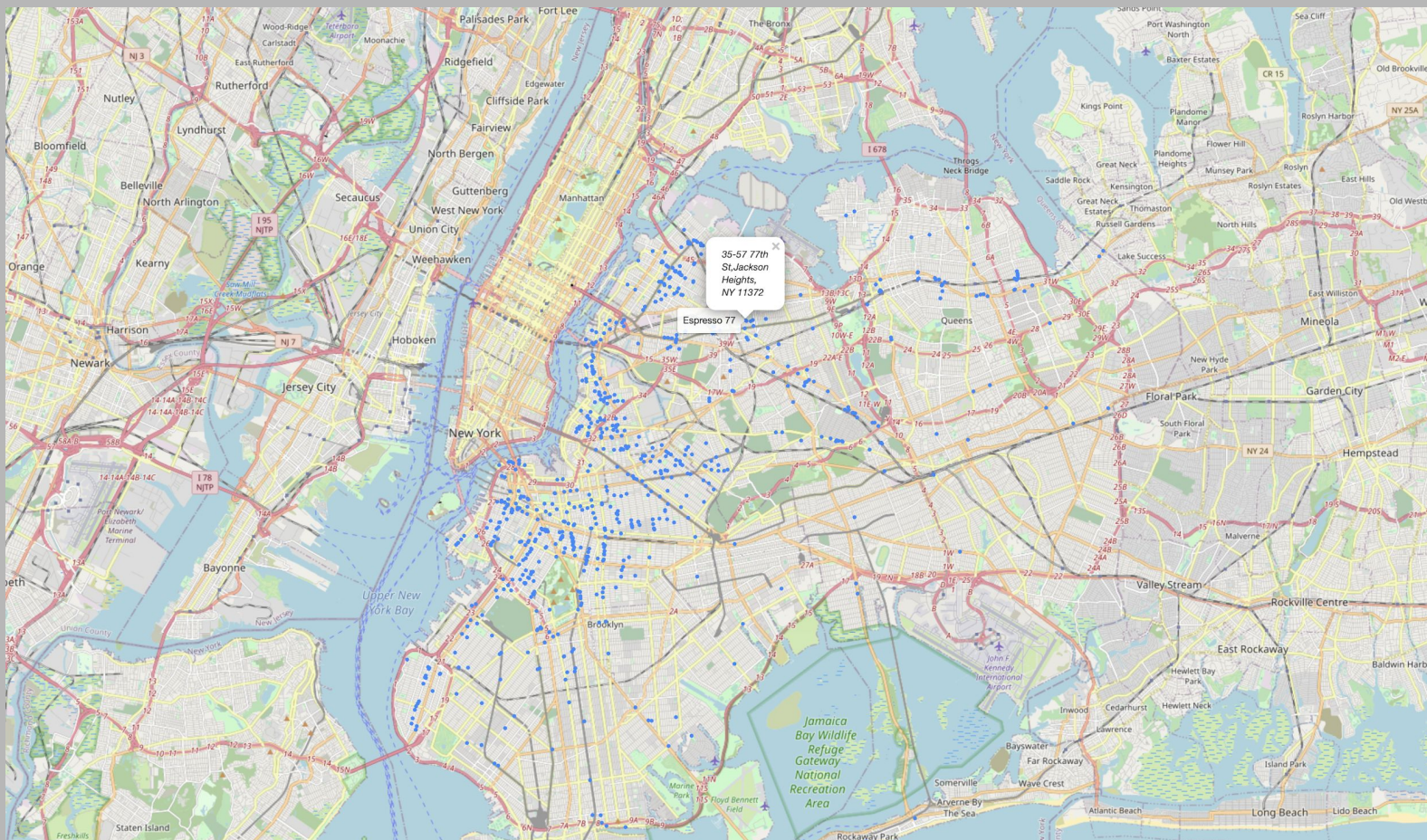


Schema for the tables DataBase

After collecting and processing the data we can see what the relevant keys are for the DataBase we hoped to use

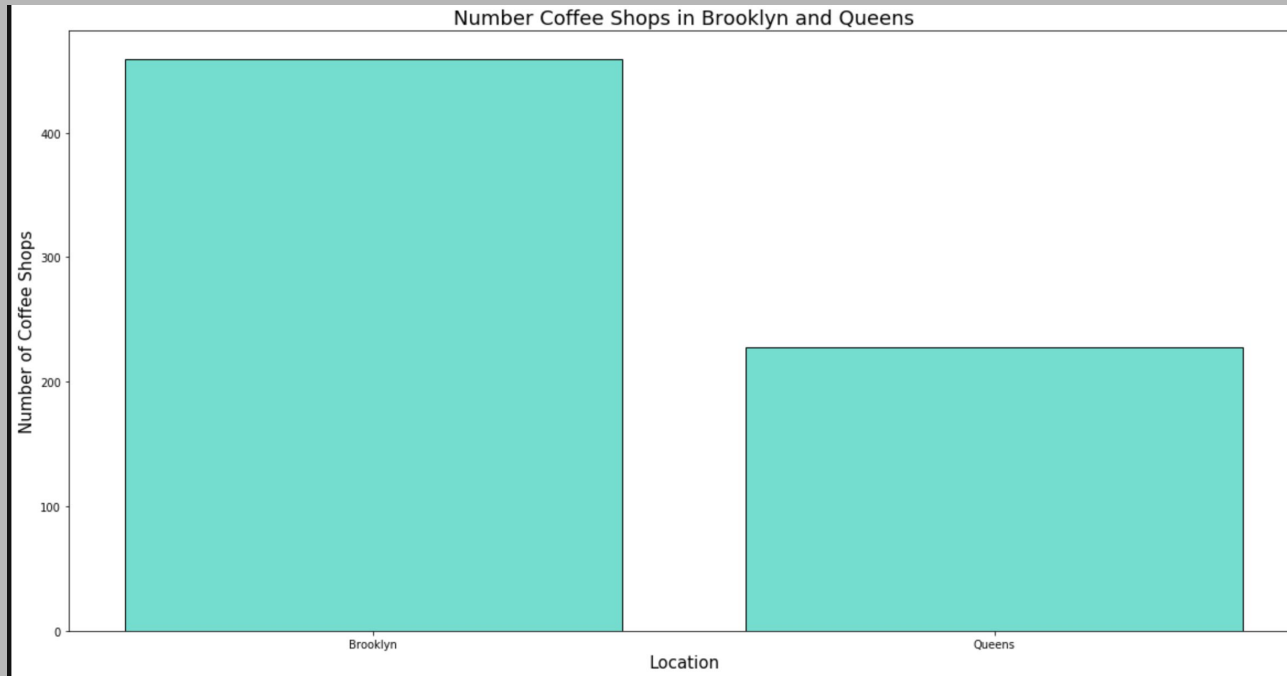


Heat Map of Coffee Shops of Brooklyn & Queens



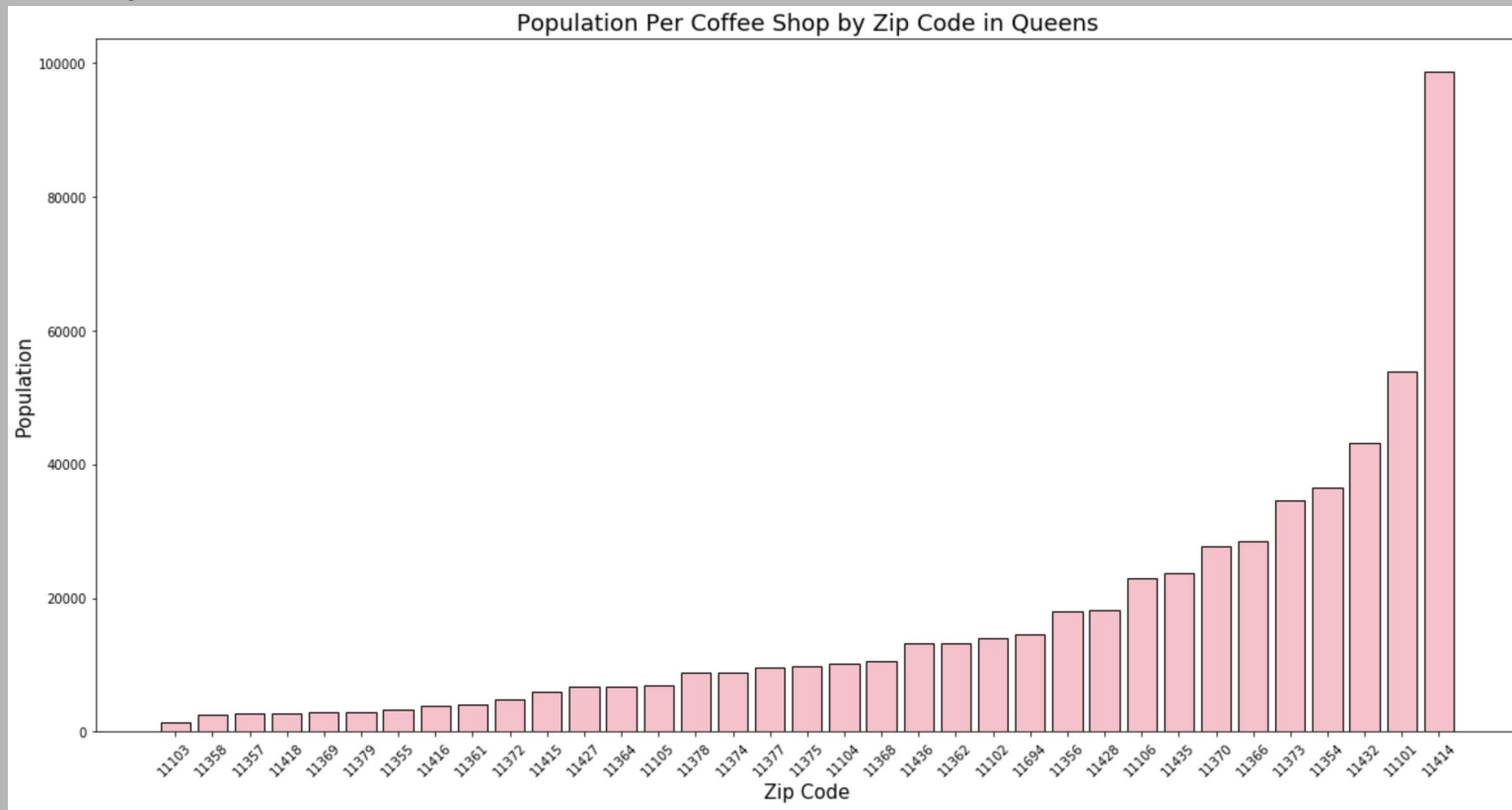
Bar Chart of the number of Coffee Shops in Brooklyn & Queens

We dive deeper with the math and stats to show that Queens was best since Brooklyn was oversaturated.



Population per Coffee Shop per Zip Code in Queens

Queens has many zip codes, so we figured to section the capita of coffee shops by these zip codes.



Creating a weighted formula to return a zip code that matches the interests of the Coffee Shop

With our code the desirability of a prospective coffee shop along either a preference for population, the average reviewer ratings, or neither produces a score for how much better a certain zip code is for your coffee shop.

	zip_code	avg_rwiev_rating	score
34	11368	3.50	79074
33	11435	3.50	43102
30	11369	3.00	28889
28	11355	3.67	22209
19	11428	3.75	8410
14	11372	3.72	6339
12	11378	3.90	5449
9	11374	3.60	3535
5	11358	3.96	2209