

1 Introduction

1.1 Background

New York is a big modern city with huge sky scrapers and a lot of going around. However, there are a lot of green spaces in the city as well, where people like to spend their free time and enjoy the time outside. It is common for people to enjoy some snacks, ice-cream or coffee whilst being outside, but what if a coffee-shop is not present nearby? Or the one that's very close has poor reputation or poor customer-service.

1.2 Problem

To tackle this problem, we want to start a mobile barista business. This would help to tackle the problems where there's no opportunities to establish a traditional coffee house, e.g. Central park, since you can't just build a building in the middle of it. In this project, we will try to identify the parks in New York, where you can't get decent coffee around and identify how many mobile baristas locations should we have if we want to cover the park fully without having to walk more than 500 meters.

1.3 Interest

The interested party in this case is us, since we want to start the business. Such a data science project will help to identify what are the best options for the start of the mobile barista business and how small or big we should start of.