

Coffee Shops in Charlotte, NC

Location, Location, Location

- One of the most important choices a retail business can make is where to physically locate itself. The right location needs to balance many concerns, including cost, competitive landscape, and access to customers.
- Charlotte, NC has areas that are underserved by current coffee shop offerings, representing an opportunity

Necessary Data

1. FourSquare Places API: Used to provide information on points of interest in an area, in this case, Charlotte, NC
2. Census Bureau: Used to provide the population per zip code in the Charlotte, NC area

Results

1. The areas in the map on the right that are darkly shaded or unshaded are underserved by current coffee shop offerings

