# Optimum Location for a New Starbucks Store in California

## Introduction

A Starbucks Reserve Roastery is much more expensive to build and maintain and provides much more luxurious and complementary experience compared to a regular store. Currently, there are only 5 such stores across the U.S.A with the most recent opening in Chicago. Motivated by the success of the previous five stores, it is in our interest to turn an ordinary Starbucks store into a Reserve Roastery in California, where such store is still not available.

## Data

For the success of business, the primary concern is always the location. Ideally, the new store will be located in an area with large population with higher income. In this study, the demographics of Californian counties will be investigated based on several datasets to decide the optimum locations. The first dataset is called “full\_starbucks.csv” which contain the location of all Starbucks stores across California; the second dataset called “CA\_counties.shp” containing the boundary and shape of each county in the state of California: in addition, the demographics of California will be based on the following three datasets:

* “CA\_pop.csv” contains an estimate of the population of each county.
* “CA\_high\_earners.csv” contains the number of households with an income of at least $150,000 per year.
* “CA\_median\_age.csv” contains the median age for each county.

The store will be within a county:

* there are at least 100,000 households making $150,000 per year,
* the median age is less than 38.5, and
* the density of inhabitants is at least 285 (per square kilometer).

Additionally, selected counties should satisfy at least one of the following criteria:

* there are at least 500,000 households making $150,000 per year,
* the median age is less than 35.5, or
* the density of inhabitants is at least 1400 (per square kilometer).

The store with the largest population and high incoming people will be chosen as the candidate. Then, we will investigate the nearby coffee stores via Foursqure to determine if the local competitor will be negative factor in this area.