

## Section 7 – Challenge II




# Coffee Proximity

The *Megabucks Coffee Company* have hired us to assist them in analysing the locations of their stores in Manhattan (NYC). They will be opening new stores, and need to prioritise locations based on their latest vision.

In their vision, they are aiming to ensure that their customers will never be more than a ½ mile away from one of their stores. The priority will therefore be to close the gaps between the existing stores, but they need your help to identify the gaps.

Using the supplied store data create maps for the following:

- 1) All current store locations – showing the monthly turnover and number of months the store has been operating.
- 2) Calculate the distance between stores and highlight the stores which are more than ½ mile from another branch.

For this project, you need to use the client's logo  (provided as separate file) as well as custom map backgrounds.

**Disclaimer:** Case study was developed for educational purposes. Any reference to real facts or real events is purely coincidental.