



# NEXT TO COMPETITORS OR NOT?

Athens, Greece.

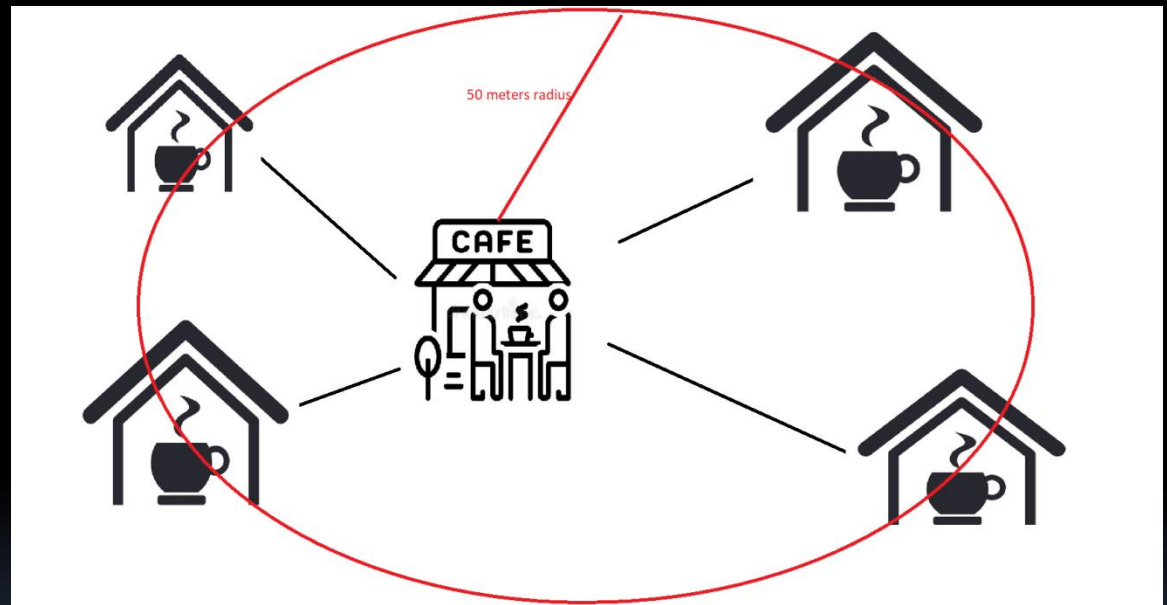


# Data

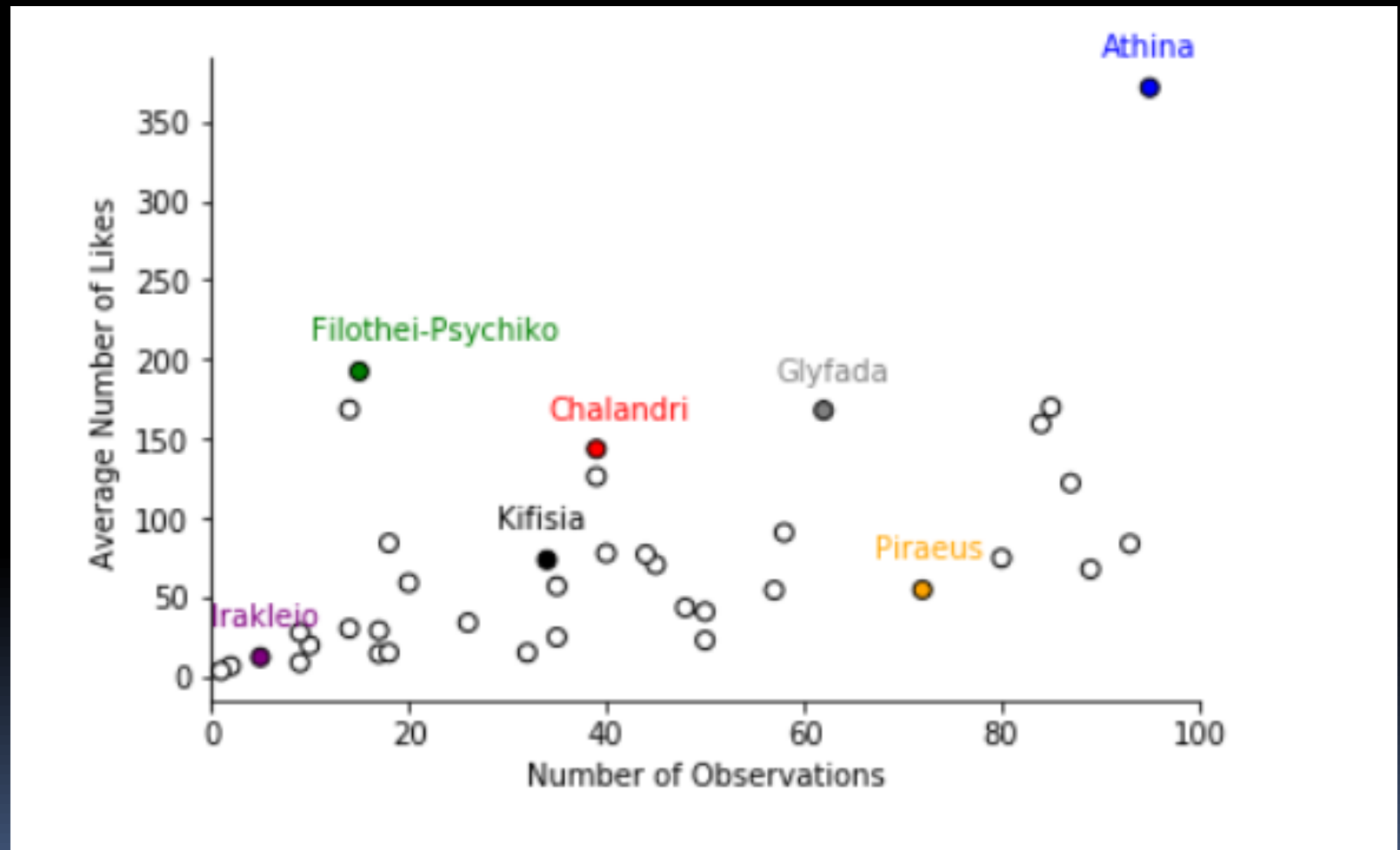
How many cafes are in  
50 meters radius?

How many likes each  
café received?

In what neighborhood  
is each café?



# Some Data Visualazation



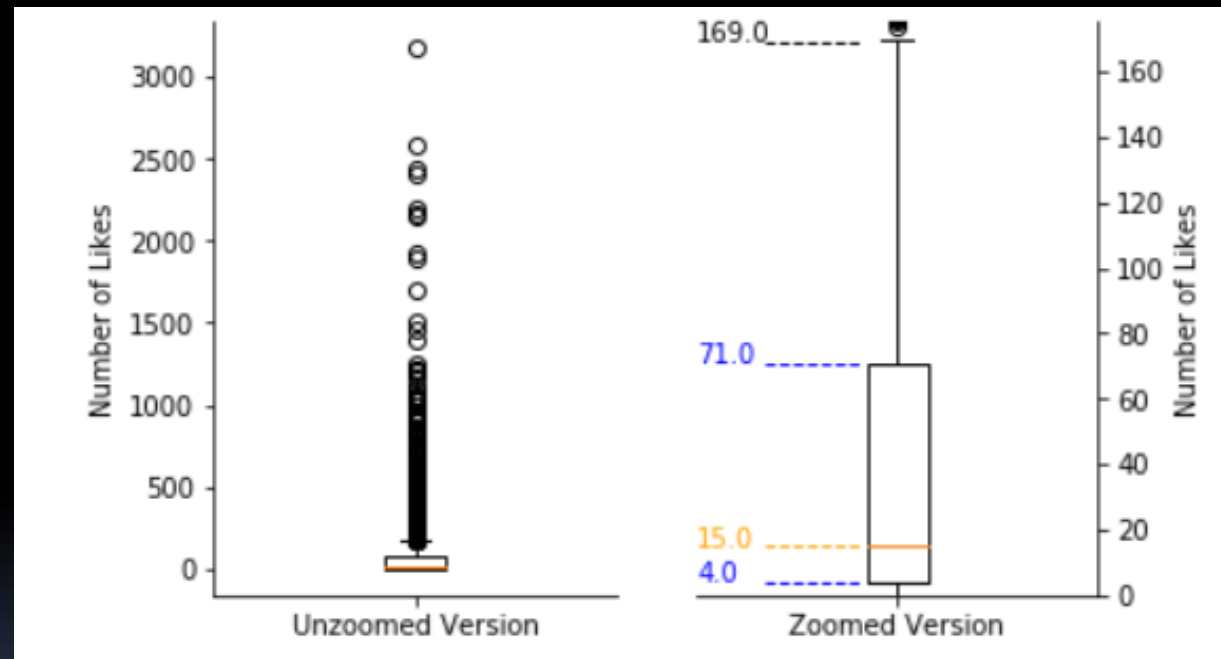


# Data Processing 1

- We removed big chain cafes. The problem is for the small café owner
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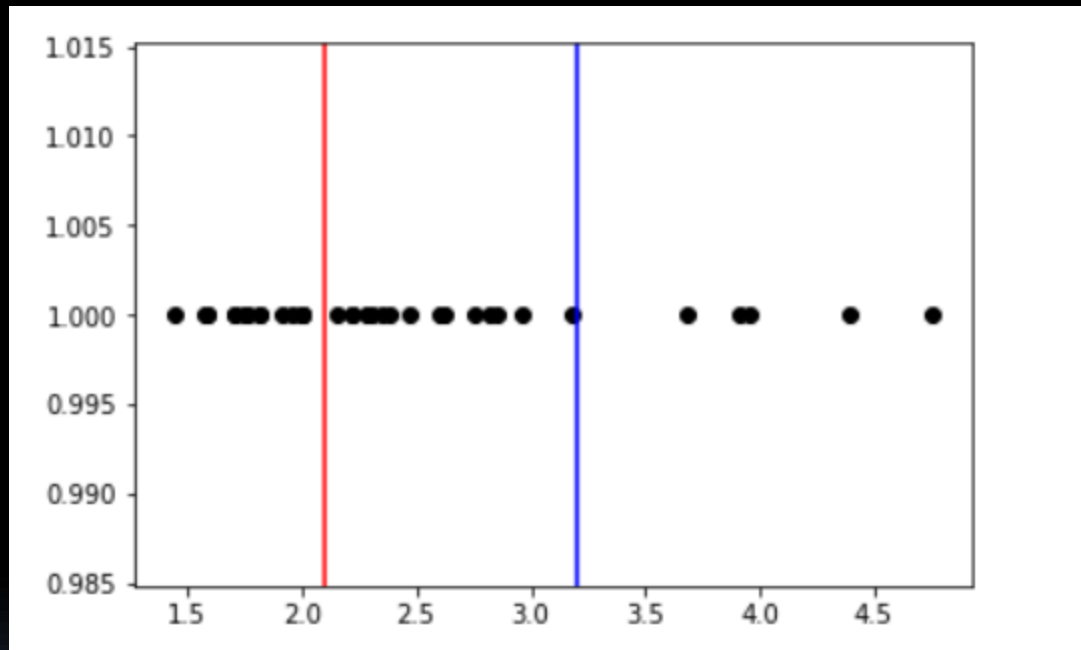
# Data Processing 2

Took the cubic root of each likes to reduce the impact each café has on the average.



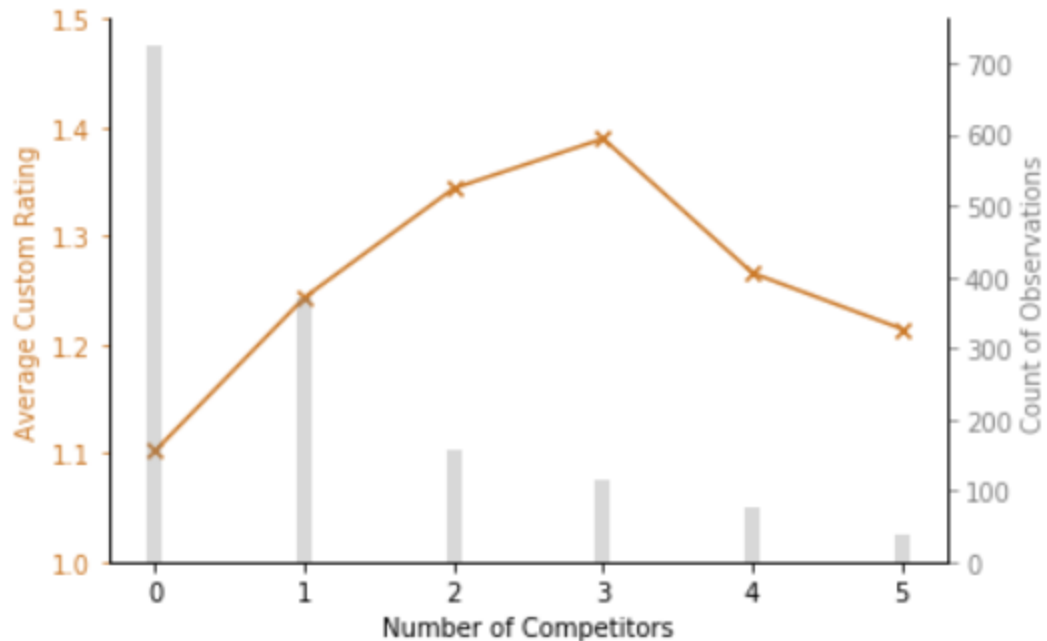
# Data Processing 3

Adjusted for what neighborhood each café is found on.

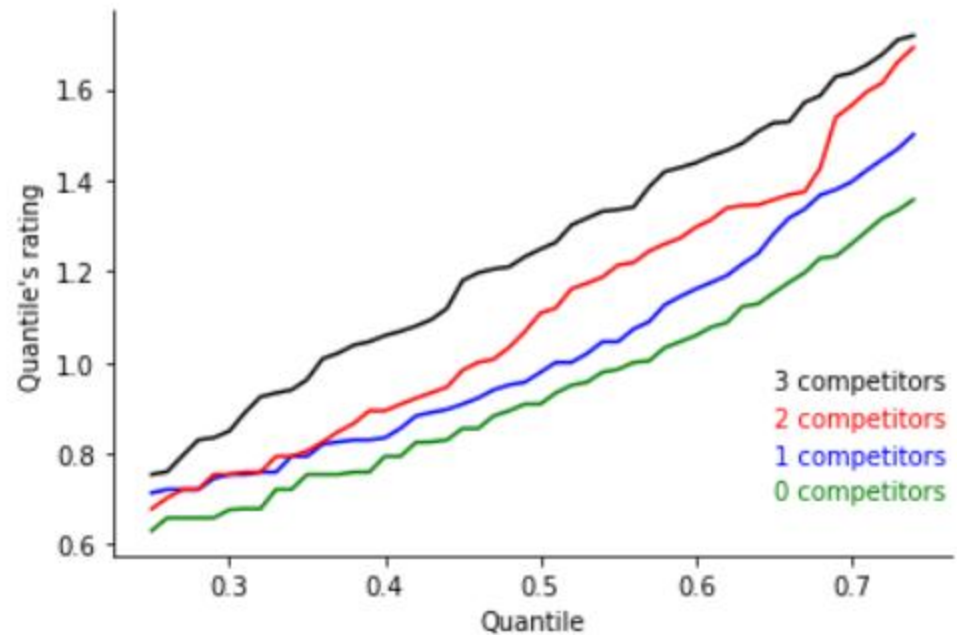
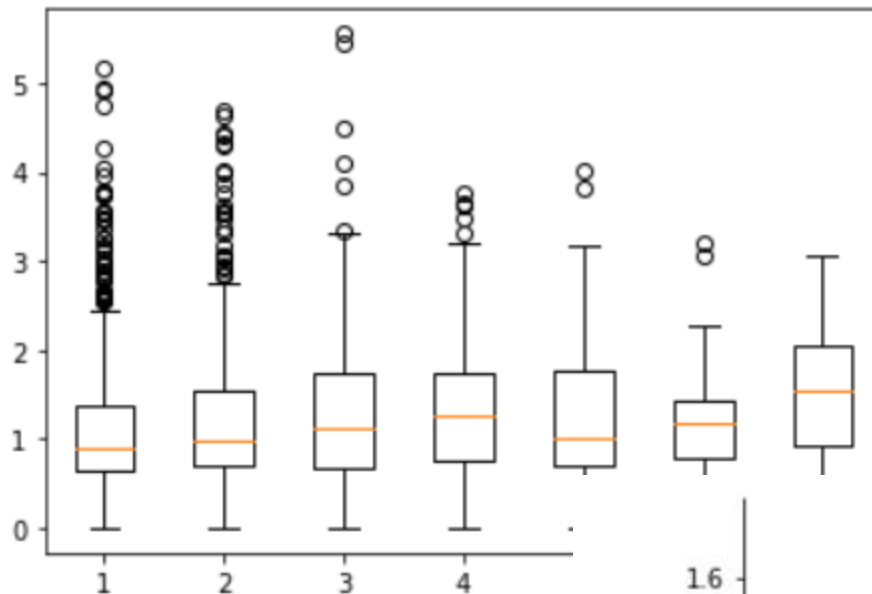


# Results 1: In terms of Averages

	Average Rating	count
0	1.102016	726
1	1.243370	370
2	1.343927	157
3	1.389701	116
4	1.265879	78
5	1.214428	39
6	1.514053	24
7	1.369749	11
8	1.794133	8
9	1.727233	8
10	1.913504	4
11	1.309877	6
12	2.000000	1



# Result 2: General Picture







# Final Verdict:

- It is best to have 2-3 competitors.
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