

REPORT ON OPENING POSSIBILITIES OF A COMMERCIAL ACTIVITY IN TARRAGONA

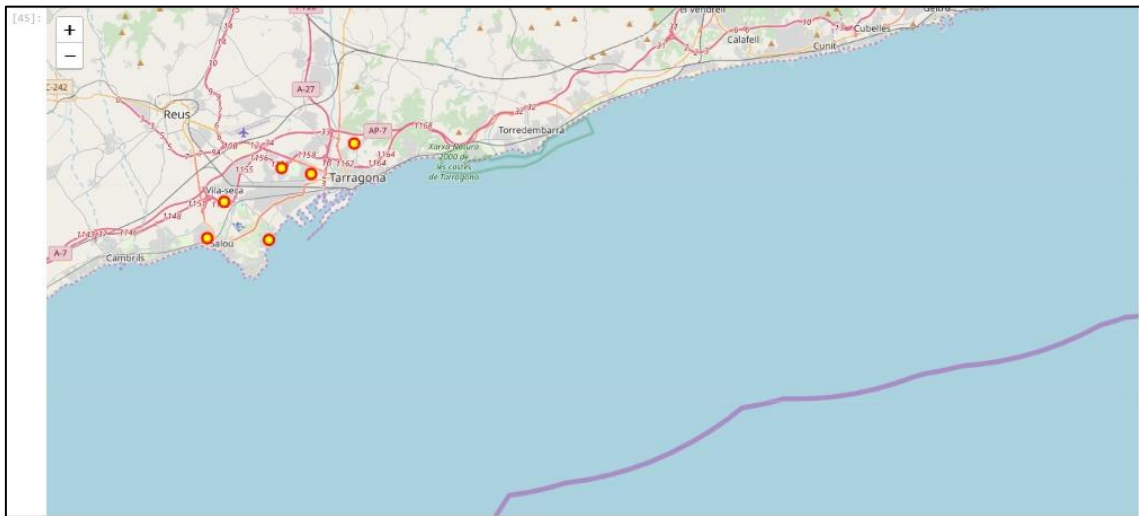
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1. INTRODUCTION

1.1. Background

In this project, the most attractive meeting places (places) in six neighborhoods of the province of Tarragona are studied. Specifically, the ten busiest locations in the neighborhoods of Sant Pere and Sant Pau, Torreforta, Salou, La Pineda, Vila-Seca and Bonavista have been analyzed.



1.2. Problem

The problem is to know what the commercial offer is developed in the six selected neighborhoods to computationally analyze the possibilities of opening a new business in the vicinity with commercial success.

1.3. Interest

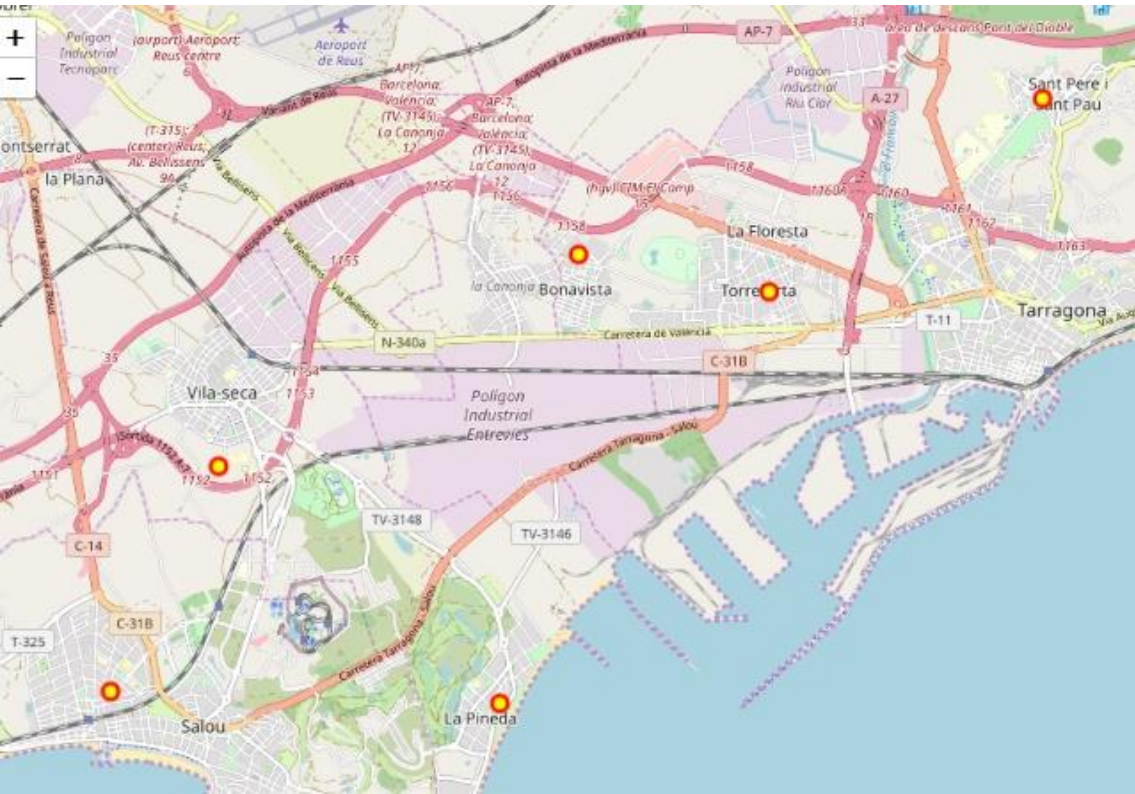
The target group interested in the project belongs to an international business chain interested in investing in the Spanish coast.

2. DATA

The coordinates of the different neighborhoods have been collected in a CSV document as shown in the following image:

	A	B	C	D	E
1	ciudad, barrio, latitud, longitud				
2	Tarragona, Sant Pere i Sant Pau, 41.137686, 1.252032				
3	Tarragona, Torreforta, 41.118950, 1.216849				
4	Tarragona, Salou, 41.080084, 1.132025				
5	Tarragona, La Pineda, 41.079023, 1.182240				
6	Tarragona, Vila Seca, 41.102044, 1.146068				
7	Tarragona, Bonavista, 41.122614, 1.192402				
8					
9					
10					
11					
12					

From the coordinates of the different neighborhoods, a map of the Tarragona area has been drawn up with the six neighborhoods compiled:



The data has been extracted using the Foursquare API:

```
[61]: limit = 100
      radius = 500
      url = 'https://api.foursquare.com/v2/venues/explore?&client_id={}&client_secret={}&v={}&ll={},{}&radius={}&limit={}'.format(
          CLIENT_ID,
          CLIENT_SECRET,
          VERSION,
          barrio_latitude,
          barrio_longitude,
          radius,
          limit)
      url

[61]: 'https://api.foursquare.com/v2/venues/explore?&client_id=Y0P0PG5BLUDSIXYQ2451UJ2KBTYKHVRI4T55FARE2PAQ2BYYP&client_secret=KSHAL5RSY340NZ3VPMUYGPPTSQZ5JBCOYQ8TNFRLSRB4K4L5&v=2
41.080884,1.132025&radius=500&limit=100'

[62]: results = requests.get(url).json()
      results

[62]: {'meta': {'code': 200, 'requestId': '5d5819dec53093002cefe85d'},
      'response': {'suggestedFilters': {'header': 'Tap to show:'},
                    'filters': [{'name': 'Open now', 'key': 'openNow'}]},
                    'headerLocation': 'VilaFortuny',
                    'headerFullLocation': 'VilaFortuny',
                    'headerLocationGranularity': 'city',
                    'totalResults': 32,
                    'suggestedBounds': {'ne': {'lat': 41.0845840045, 'lng': 1.1379836774188945},
                                         'sw': {'lat': 41.0755839955, 'lng': 1.1260663225811056}},
                    'groups': [{'type': 'Recommended Places',
                                'name': 'recommended',
                                'items': [{'reasons': {'count': 0},
                                             'items': [{'summary': 'This spot is popular',
                                                         'type': 'general',
                                                         'reasonName': 'globalInteractionReason'}]},
                                             'venue': {'id': '4e0f7aaffa76d62f4452e6c8',
                                                         'name': 'La Morera de Pablo & Ester'}
```