

Offices best location in Lisbon City center (Portugal)

1. INTRODUCTION

Background

Co-work offices are flourishing all over Europe in the last decade. Many founders or even companies are trying to optimize their offices space but are also looking for some places where it makes a difference: out of big/busy cities, near the beach, good value for money etc.

Considering the current situation and all uncertainties related to the Covid-19, Portugal is the [third safest country in the world](#) offering stability in troubled times. Additionally, Portugal provides incentives for startups, investors, and R&D. It is also one of the cheapest capital in Europe even if it is less and less true considering all the major investments done over the last 10 years.

Problem

Lisbon is a pretty diversified city and offers various facilities but not at the same level per district so we need to identify available facilities in this city preferably close to the city center.

Considering the comfortable budget of the start-up founder, we will not focus on the price per square meter (also this information is unfortunately not as easy as in other Western EU capital to retrieve). Our focus will be on the categories of venues that matter to him and his employees: Yoga Studio, Café, Coworking space.

2. DATA AND ANALYSIS

We will use Foursquare API to get the number of Coworking Spaces, Coffee Places and Yoga spaces and their related location in every neighborhood but close to the city center: Praça do Comercio. Indeed, the founder is looking at an historical building and does not like modern ones.

First, we will need to define our Foursquare Credentials and Version. As a version, to get some conclusive results, a date prior to Covid-19 has been chosen.

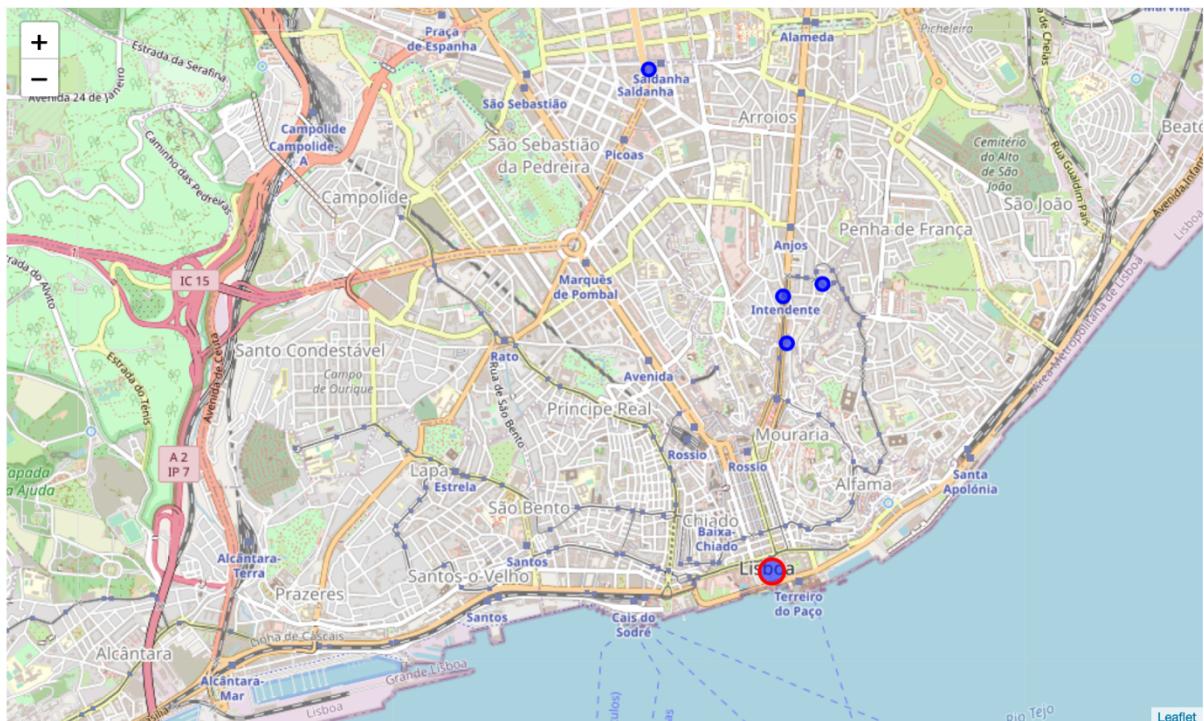
Then, we will define the coordinates of the main place in Lisbon city center, which is next to the river (Praça do Comércio).

Finally, we will look at the specific venue category 'Coworking' within 5 km from Praça do Comércio. We started with a radius of '5000' because also when visiting Lisbon, the founder of the start-up realized that while being next to the river in the summer can be a real advantage, it appears to be quite hard during Winter (December – March) due to the strong humidity rate.

Co-working Spaces

We assign the relevant part of JSON to venues and transform venues into a dataframe : as a result it only identified 4 "Co-working spaces" within 5 km from the chosen location. However, the identification of those 4 spaces was not user-friendly, so to analyse better this information, we defined a function to extract the category of the venue, filter it and clean the column names by keeping only the last term.

Also, to understand this information in a more detailed way, the best way was to have it in a map. To do that, we generated a map centered around Praça do Comércio with a red circle to identify this chosen location and blue circle to identify the "Co-working spaces".



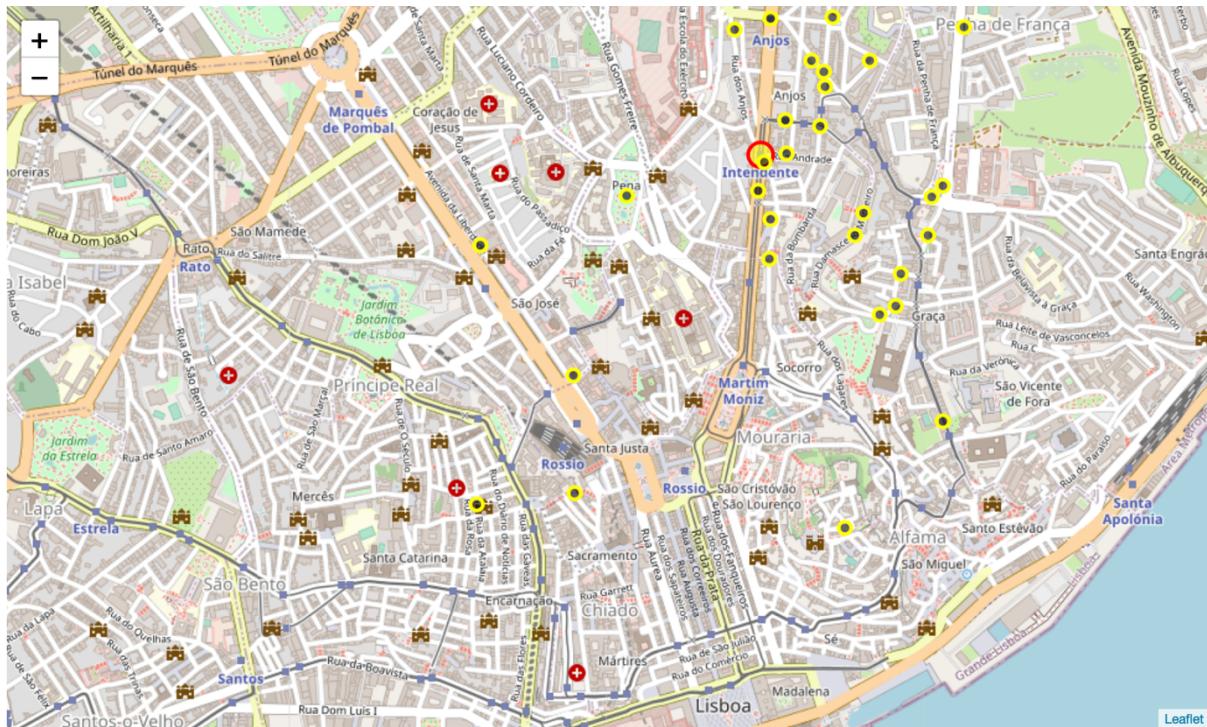
This map is key as we can clearly identify that around Intendente, some coworking spaces have already been implemented. This could mean to be a good location. That is why we needed to define its coordinates. Intendente became our new location to refine our criteria research.

Coffee places was another important criteria in the research, so we defined the category 'Café' within 1 km from Intendente.

Coffee places

We assign the relevant part of JSON to venues and transform venues into a dataframe : 30 results were identified within 1 km from the **new** chosen location. This is really good news! We are going in the right directions! However, the identification of those 30 spaces was not user-friendly, so to analyse better this information, we defined a function to extract the category of the venue, filter it and clean the column names by keeping only the last term.

We also wanted to have it into a map. So, we generated a map centered around Intendente with a red circle to identify this chosen location and yellow circles to identify the "Coffee places".



We are in the right direction and that map confirms our choice to keep Intendente as chosen location. Various coffee place exist.

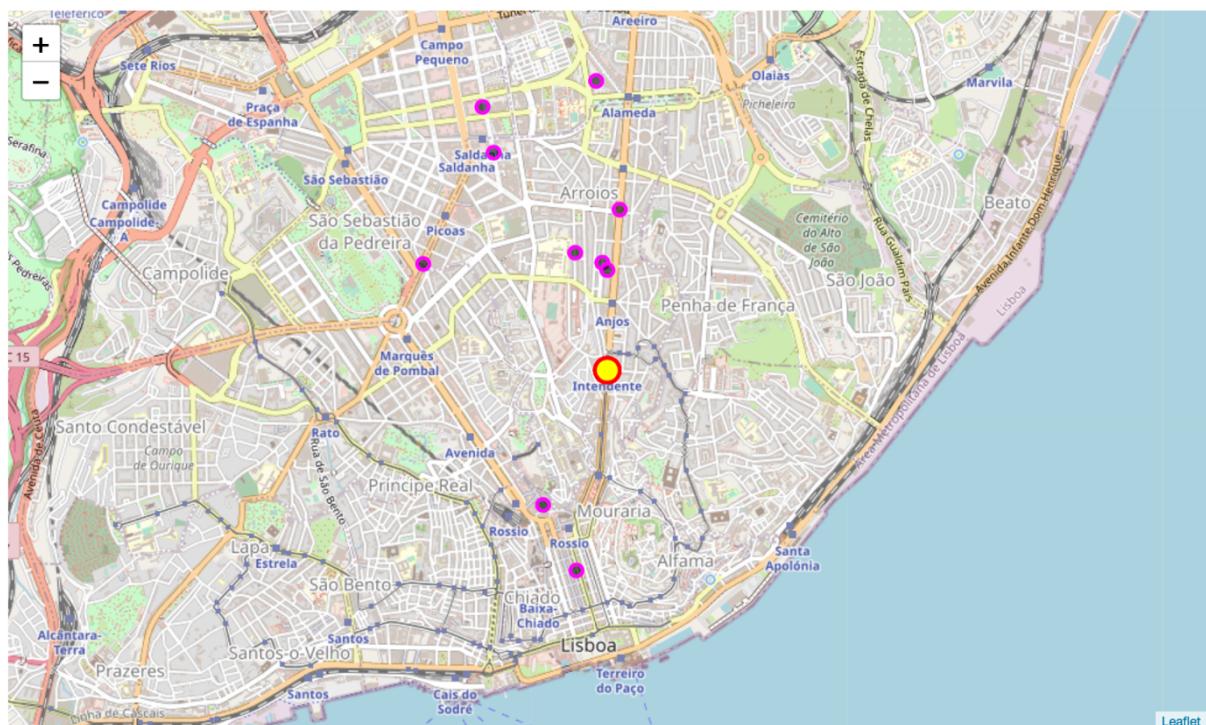
But we also need to take into account that the Start-up founder really enjoy doing some yoga classes during working hours. So let's now have a look at the yoga places within a reasonable distance (1.5 km). Therefore, we decided to keep the area of Intendente as a point of reference.

Yoga Spaces

We assign the relevant part of JSON to venues and transform venues into a dataframe : 10 Yoga spaces were identified within 1.5 km from the chosen location.

However, the identification of those 10 spaces was not user-friendly, so to analyse better this information, we defined a function to extract the category of the venue, filter it and clean the column names by keeping only the last term.

We also wanted to have it into a map. So, we generated a map centered around Intendente with a red circle to identify this chosen location and yellow circles to identify the “Coffee places”.



3. CONCLUSION

With those data, we can conclude that while the city center, which was our first chosen location (Praça do Comercio), is very researched by tourists, it seems that the co-working spaces are not so close to it. So, in a second step, we decided to take another location 'Intendente' as a reference as few co-working spaces are already implemented in that area. Then, Coffee places and Yoga spaces were easily identified around that new chosen location, which confirmed that our research is going in the right direction.