

Market analysis for a new restaurant chain in the near east

Filip Ivkovic-Ramos

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Introduction

- What is the best place for opening a burger or pizza restaurant in the city of Konak (Turkey)?
- What are the categories of pizza restaurants?
- What are the categories of burger restaurants?



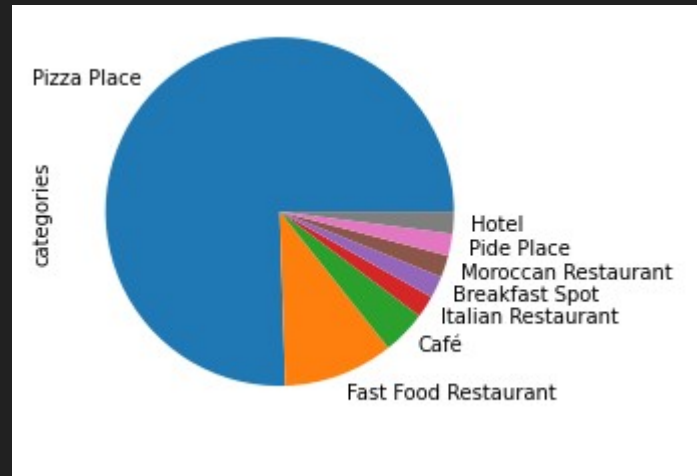
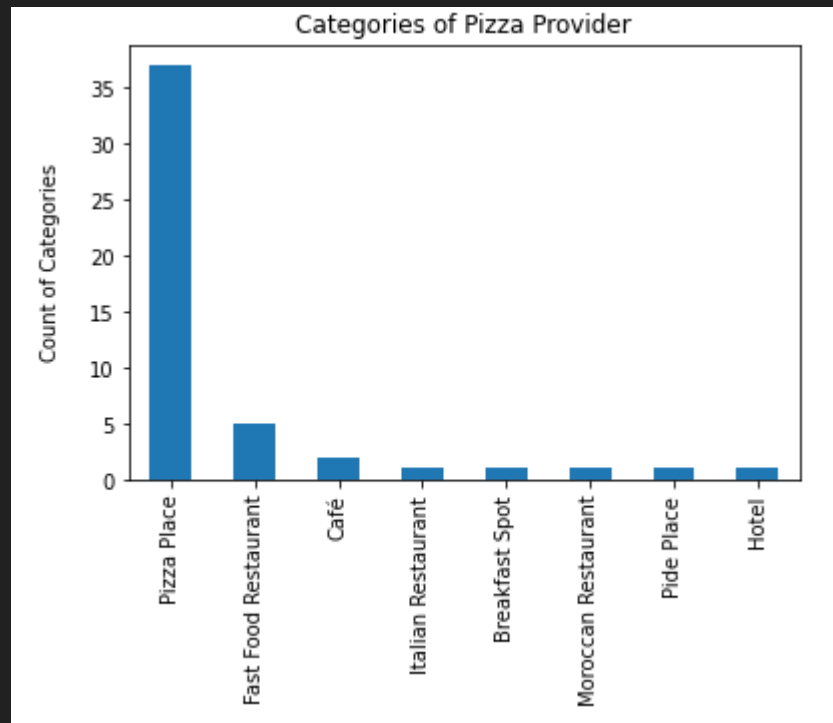
Data of Pizza and Burger Restaurants

- In total 49 Pizza restaurants were found in Konak
- In total 29 Burger restaurants were found in Konak

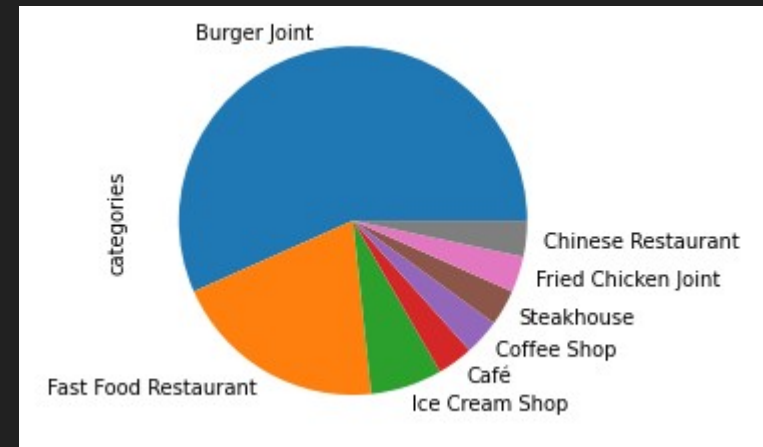
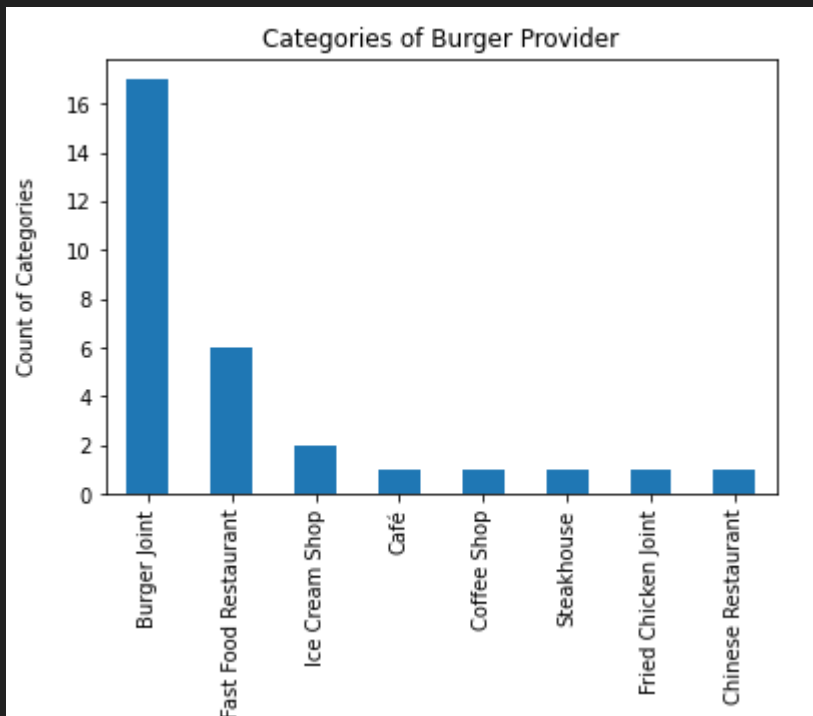
	name	categories	lat	lng
0	Pizza Villa	Pizza Place	38.418143	27.130593
1	Palmiye Döner & Pizza	Pizza Place	38.422516	27.132295
2	Tadım Pizza	Pizza Place	38.420868	27.130735
3	Piu Pizza	Pizza Place	38.420827	27.130185
4	Luciano Pizza & Döner	Café	38.420832	27.130486

	name	categories	lat	lng
0	Burger King	Fast Food Restaurant	38.416406	27.128369
1	Burger King	Fast Food Restaurant	38.422126	27.129206
2	Burger No 7	Burger Joint	38.432755	27.142415
3	Burger King	Fast Food Restaurant	38.403354	27.128846
4	Burger King	Fast Food Restaurant	38.428603	27.136513

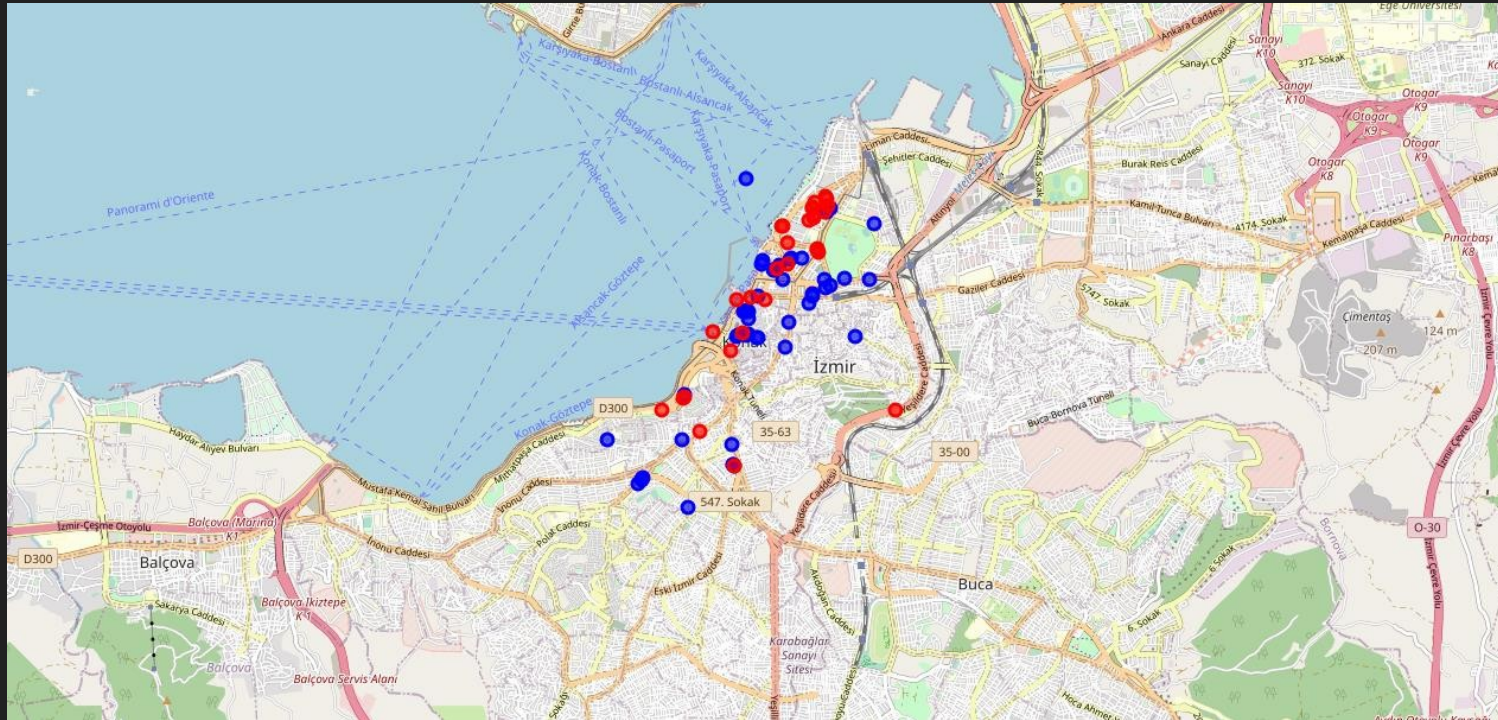
Categorical Data of Pizza Providers



Categorical Data of Burger Providers



Visuals of the geographic data points



Conclusion

- As a conclusion, according to the results the center of Konak would be best suited as a location in order to set up a new pizza restaurant as a start for the future chain. The exquisite location scores with its proximity to several major infrastructure networks and high population density