

IDENTIFYING SUITABLE LOCATIONS FOR NEW SUPERMARKET INVESTMENTS IN THE REGIONAL UNIT OF THESSALONIKI, GREECE

Applied Data Science Capstone on
Coursera

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Regional unit of Thessaloniki, Greece

- 3,683 km²
- 1,1 mil. population

Current state

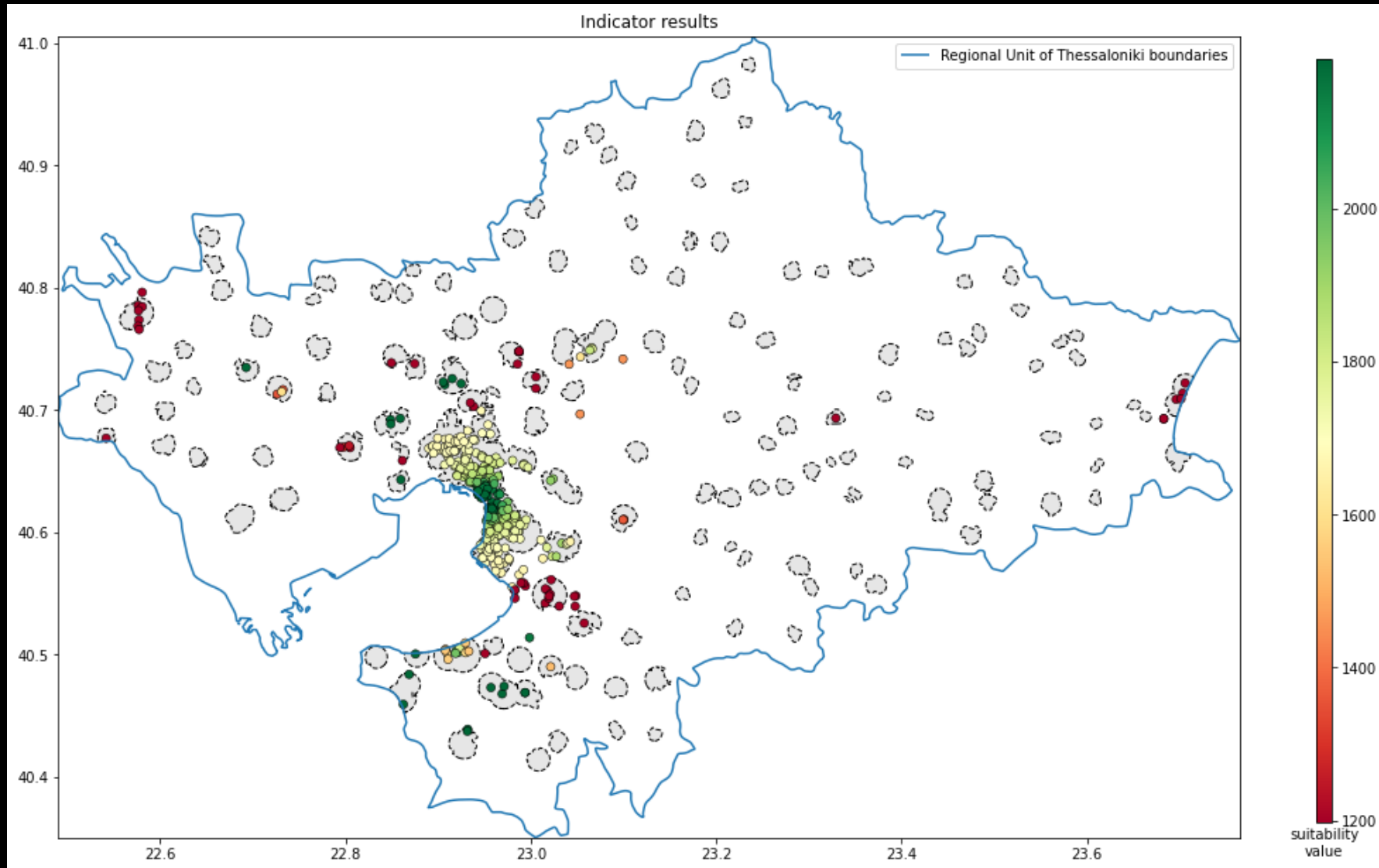
- Over 450 supermarkets and grocery stores
- Masoutis is the dominant brand
- 3 times the number of stores than the 2nd brand

AB Vasilopoulos

Other	124
Μασούτης	123
AB Βασιλόπουλος	43
LIDL	30
Αρβανιτίδης	27
Σκλαβενίτης	22
Γαλαξίας	16
Discount Markt	15
Αφροδίτη	13
Bazaar	12
Ελληνικά Market	12
Άριστα	11
MyMarket	6

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Current state



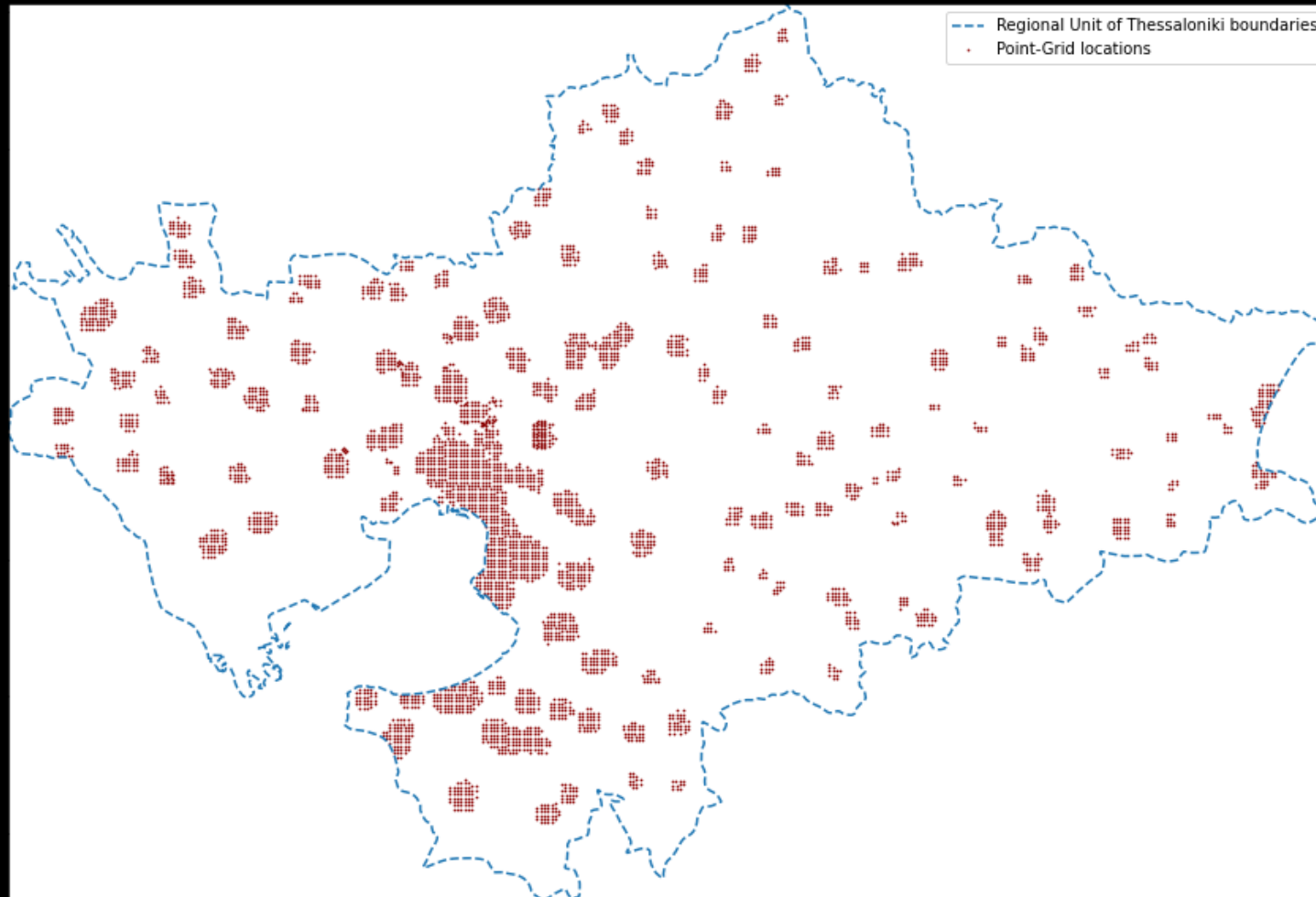
Current state

- The AB Vasilopoulos brand averages a score of 1854

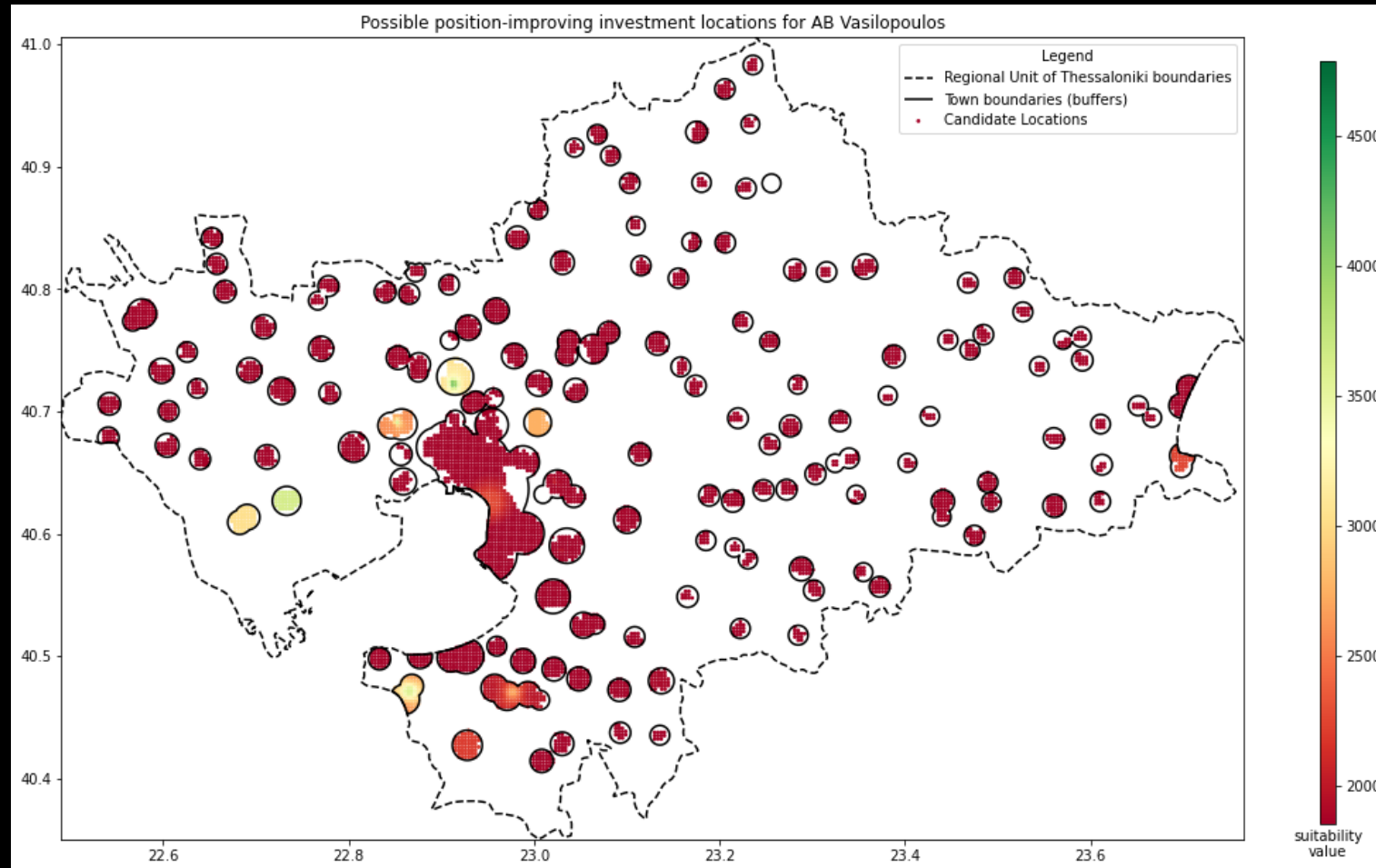
Mean value: 1790.23

Mean Suitability Indicator Value per Brand	
name	
Bazaar	1952.709575
Μασούτης	1902.155807
AB Βασιλόπουλος	1854.198195
Σκλαβενίτης	1830.626420
Άριστα	1828.536546
Discount Markt	1783.628285
Αρβανιτίδης	1752.108168
Ελληνικά Market	1747.352974
Αφροδίτη	1745.061086
Other	1742.455522
Γαλαξίας	1604.103541
LIDL	1565.625746
MyMarket	1472.660356

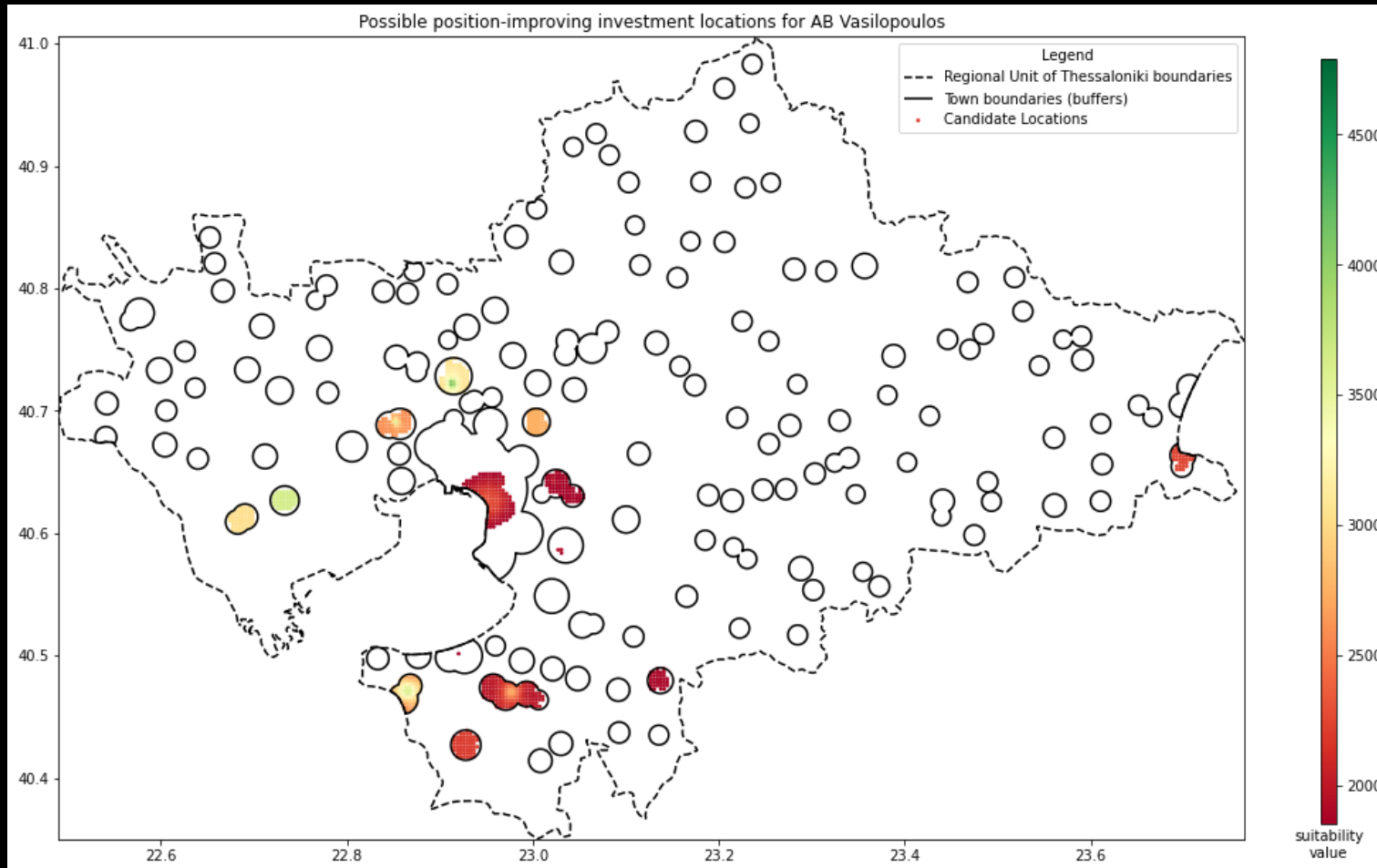
Grid Search for Suitable Locations



Grid Search for Suitable Locations



Grid Search for Suitable Locations



- Candidate locations for position-improving investments for the AB Vasilopoulos brand