Capstone Battle of Neighborhoods: Pharmacies in Lausanne

Background
For an investor in pharmacy business, it is important to keep optimizing the network / chain of pharmacies to improve Return on Investment (ROI). The location of pharmacies is very important for this pharmacy's ROI. Number of factors such as proximity to hospitals and high-traffic venues such as train stations and popular shops can influence business success of a given pharmacy. For example, proximity to hospitals can drive high traffic of out-patients to a nearby pharmacy to fulfil prescription. Proximity to train stations, metro stations and high traffic shops can also increase the flow of out-patients and especially caregivers such as family members to a pharmacy. Availability of other competing pharmacies in the neighbourhood is also a very important consideration. High density of pharmacies make it challenging to compete and risks to reduce ROI. The local aspect of pharmacy business model is also an important considering for selecting a location: patients or family members with prescription for an acute illness, such as one's chile's otitis, or elderly patients with chronic diseases are unlikely to travel to high-traffic locations to fulfil their prescription and therefore need access to a pharmacy in their residential neighbourhood / community.

Problem
The analysis of the pharmacies density and neighbourhoods can help investors to make a better data-driven decision on where to open new pharmacy or optimize exiting assets (for example, consolidate pharmacies in high-density areas) to improve ROI. The focus of this project is to inform investors decision on opening a pharmacy in Lausanne, Switzerland.