

The background is a blue gradient with abstract geometric patterns. It features several concentric circles and radial lines, some of which are dashed. There are also small, faint numbers (40, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) scattered along some of the radial lines, suggesting a circular scale or measurement system.

# STORE RESEARCH AND AREA SELECTION FOR INVESTING AND OPENING A NEW STORE

HELLO AND  
WELCOME TO  
MY  
PRESENTATION



IN THIS NOTEBOOK I AM GOING TO DEFINE THE BUSINESS PROBLEM OF SEARCHING THE DIFFERENT KIND OF VENUES IN THE STREETS OF ATHENS. WE WILL ALSO EXPLORE THE TRENDS IN THE CITY, FIND OUT WHICH TYPES OF SHOPS ARE POPULAR AND FIND THE ONES THAT ARE MOST OFTEN OBSERVED. IN THE END OF THE NOTEBOOK, GIVEN THE RESEARCH WE WILL DO, I WILL DISCUSS IN WHAT TYPE OF CATEGORY INVESTOR SHOULD FOCUS ON WHEN OPENING A NEW SHOP AND ALSO IF THE SHOP SHOULD BE A PART OF A BUSINESS CHAIN OR A STAND-ALONE SHOP



# FIRST OF ALL WE ARE GOING TO CREATE A MAP OF GREECE AND TAKE A LOOK AT THE AREAS WE ARE GOING TO WORK ON

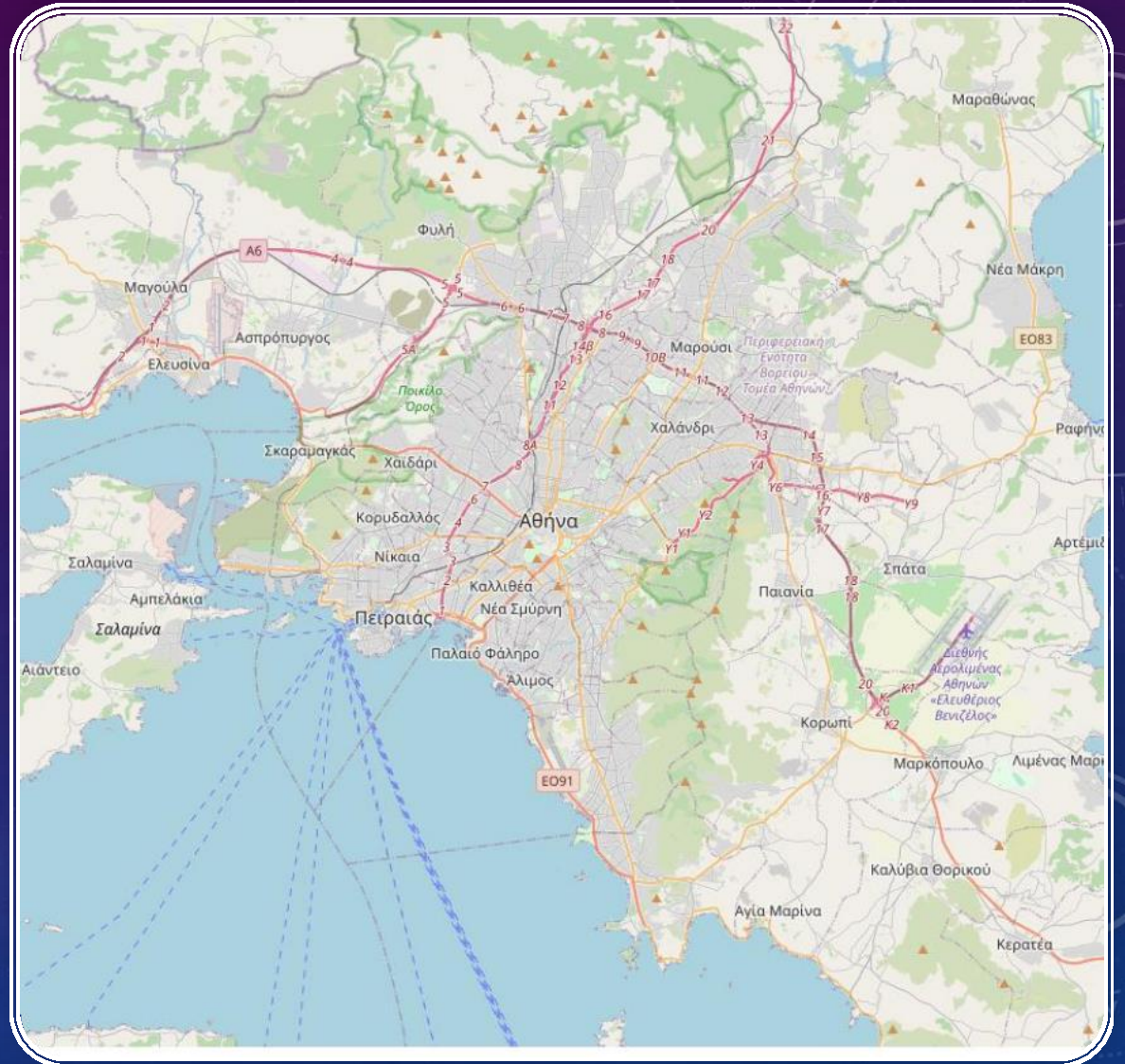
```
address = 'Athens, EU'

geolocator = Nominatim(user_agent="gr_explorer")
location = geolocator.geocode(address)
latitude = location.latitude
longitude = location.longitude
print('The georapical coordinate of Athens are {}, {}'.format(latitude, longitude))
```

The georapical coordinate of Athens are 37.978075, 23.7564839.

```
# create map of Athens using latitude and longitude values
world_map = folium.Map(location=[latitude, longitude], zoom_start=11)

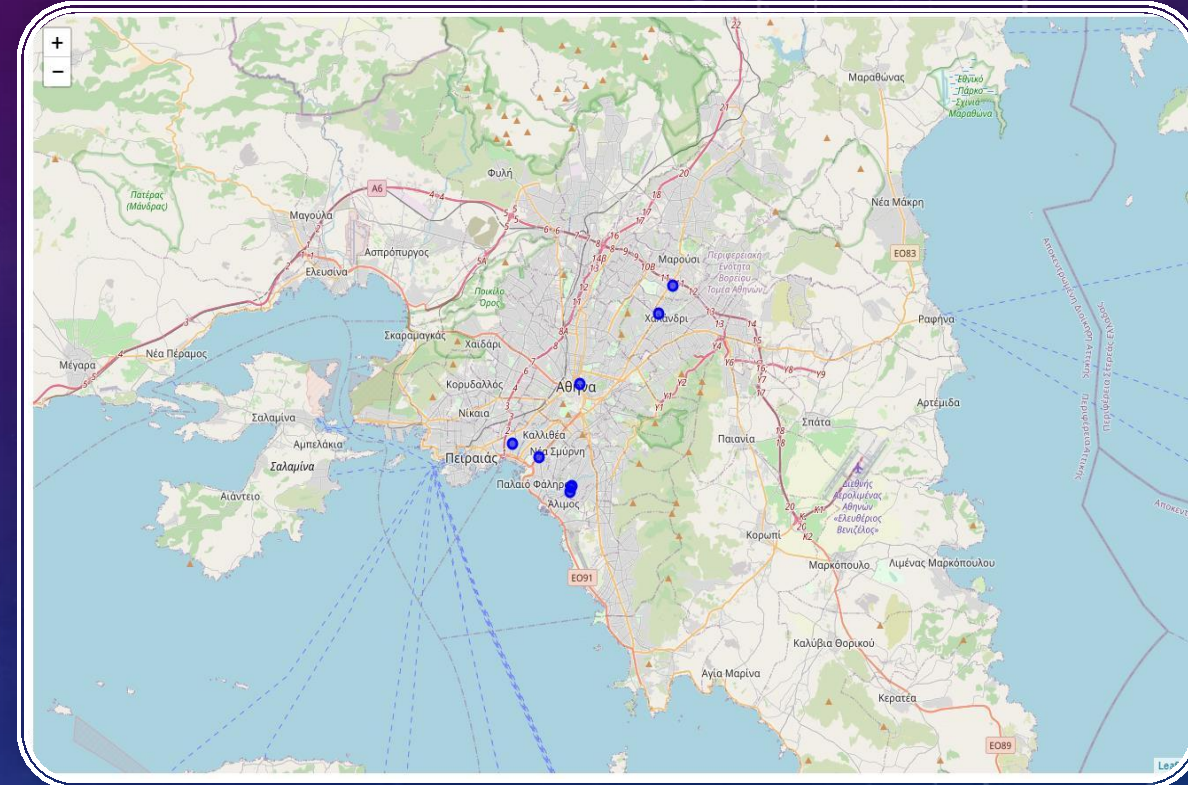
# display world map
world_map
```





# LET'S SEARCH HOW MANY SEAFOOD PLACES APPEAR ON OUR MAP

	name	categories	address	cc	city	country	crossStreet	distance	formattedAddress	labeledLatLngs	lat	lng	neighborhood	postalCode	state	id
0	frozen seafood (βαλάνσσιος κόσμος)	Fish Market	Αγίου Δημητρίου 301	GR	Άγιος Δημήτριος	Ελλάδα	NaN	6701	[Αγίου Δημητρίου 301, 173 42 Άγιος Δημήτριος, ...	[{"label": "display", "lat": 37.92373017388262, "lng": 23.723645}	37.923730	23.723645	NaN	173 42	Αττική	52c7e9d911d2d8f968196104
1	Keros Seafood Restaurant	Seafood Restaurant	Λ. Αγίας Βαρβάρας 146	GR	Άγιος Δημήτριος	Ελλάδα	NaN	6349	[Λ. Αγίας Βαρβάρας 146, 173 42 Άγιος Δημήτριος, ...	[{"label": "display", "lat": 37.92666449250438, "lng": 23.725145}	37.926664	23.725145	NaN	173 42	Αττική	5a15468620795519239a41e6
2	Kontoveros - SeaFood Club	Fish Market		GR	Moschato	Ελλάδα	NaN	7425	[Moschato, Αττική]	[{"label": "display", "lat": 37.950895, "lng": 23.679220}	37.950895	23.679220	NaN	NaN	Αττική	4db36ab44df05e5aaacb5675
3	Keros Seafood	Fish Taverna	Λεωφόρος Αγίας Βαρβάρας 146	GR	Άγιος Δημήτριος	Ελλάδα	NaN	6417	[Λεωφόρος Αγίας Βαρβάρας 146, 173 42 Άγιος Δημ...	[{"label": "display", "lat": 37.92627799926027, "lng": 23.724399}	37.926278	23.724399	NaN	173 42	Αττική	52ee3ea911d20b2090cfe05e
4	Oceano seafood & sushi bar	Seafood Restaurant		GR	NaN	Ελλάδα	NaN	7983	NaN	[{"label": "display", "lat": 38.039539, "lng": 23.803386}	38.039539	23.803386	NaN	NaN	NaN	55893f5d490ea3f013dd5e83
5	Trata	Fish Taverna	Θεμιστοκλέους 8	GR	Αθήνα	Ελλάδα	Νικηταρά	2345	[Θεμιστοκλέους 8 (Νικηταρά), 106 78 Αθήνα, Ατ...	[{"label": "display", "lat": 37.98421, "lng": 23.730906}	37.984210	23.730906	Athens	106 78	Αττική	50e43261e4b019f65aa6d9b7
6	Stalati	Seafood Restaurant	Λεωφόρος Συγγρού 303	GR	Παλαιό Φάληρο	Ελλάδα	Δημοσθένους	6338	[Λεωφόρος Συγγρού 303 (Δημοσθένους), 175 64 Πα...	[{"label": "display", "lat": 37.942976, "lng": 23.699623}	37.942976	23.699623	NaN	175 64	Αττική	5c56e72e6f6626002c7e842d
7	Diamanos	Seafood Restaurant	Βασιλέως Γεωργίου Β' 34	GR	Χαλάνδρι	Ελλάδα	NaN	5991	[Βασιλέως Γεωργίου Β' 34, 152 33 Χαλάνδρι, Ατ...	[{"label": "display", "lat": 38.02380113811412, "lng": 23.792506}	38.023801	23.792506	NaN	152 33	Αττική	54ba67ed498ea0b841510dea



As it seems Seafood places are not very popular in Athens so we will explore the area to get a taste of what shops are there

The background is a gradient of deep blue and purple, speckled with white dots resembling stars. On the right side, there are faint, light blue geometric patterns: a large circular scale with degree markings (90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210) and concentric circles, and a smaller circular diagram with dashed lines and arrows. In the bottom left corner, there are more faint circular and curved line patterns.

# *EXPLORING THE VENUES OF ATHENS*

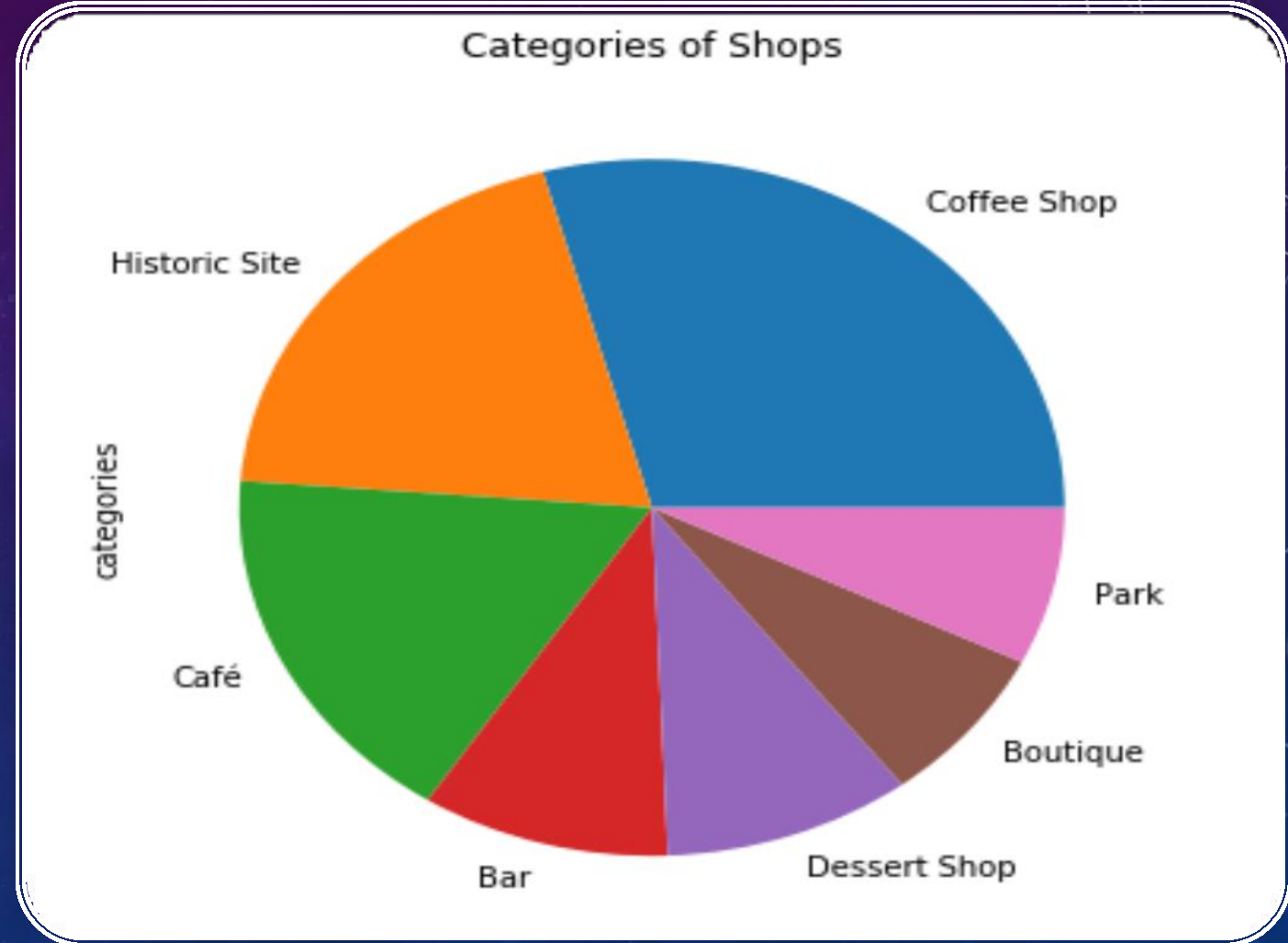
# WE WILL ACQUIRE A NEW LINK FROM FOURSQUARE TO EXPLORE THE SHOPS AND WE WILL CONVERT IT INTO A DATA FRAME

	name	categories	address	cc	city	country	crossStreet	distance	formattedAddress	labeledLatLngs	lat	lng	neighborhood	postalCode	state
0	Lot51	Café	Παπαδιαμαντοπούλου 24B	GR	Αθήνα	Ελλάδα	Νυμφαίου	98	[Παπαδιαμαντοπούλου 24B (Νυμφαίου), 115 28 Αθή...	[{"label": "display", "lat": 37.97887634753193...	37.978876	23.756013	Ιλίσια	115 28	Αττική
1	Megaron - Athens Concert Hall (Μέγαρο Μουσικής...	Concert Hall	Λεωφ. Βασιλίσσης Σοφίας 60	GR	Αθήνα	Ελλάδα	Πέτρου Κόκκαλη	375	[Λεωφ. Βασιλίσσης Σοφίας 60 (Πέτρου Κόκκαλη), ...	[{"label": "display", "lat": 37.98099305568196...	37.980993	23.754330	NaN	115 21	Αττική
2	Concert Hall Gardens (Κήπος Μεγάρου Μουσικής Α...	Park	Λεωφ. Βασιλίσσης Σοφίας	GR	Αθήνα	Ελλάδα	στο Μέγαρο Μουσικής Αθηνών	500	[Λεωφ. Βασιλίσσης Σοφίας (στο Μέγαρο Μουσικής ...	[{"label": "display", "lat": 37.98167048352192...	37.981670	23.753060	NaN	115 21	Αττική
3	CV Distiller	Whisky Bar	Χατζηγιάννη Μέξη 7	GR	Αθήνα	Ελλάδα	NaN	466	[Χατζηγιάννη Μέξη 7, 115 28 Αθήνα, Αττική, Ελλ...	[{"label": "display", "lat": 37.97627010645586...	37.976270	23.751681	NaN	115 28	Αττική
4	Simul	Modern European Restaurant	Υψηλάντου 63	GR	Αθήνα	Ελλάδα	NaN	527	[Υψηλάντου 63, 115 21 Αθήνα, Αττική, Ελλάδα]	[{"label": "display", "lat": 37.9778216565937,...	37.977822	23.750482	Κολωνάκι	115 21	Αττική
5	Espressaki	Coffee Shop	Άγγελου Πυρρή 3	GR	Αθήνα	Ελλάδα	Ευήνου	700	[Άγγελου Πυρρή 3 (Ευήνου), 115 27 Αθήνα, Αττικ...	[{"label": "display", "lat": 37.98353842355069...	37.983538	23.760446	NaN	115 27	Αττική
6	Γουρ Γουρ	Souvlaki Shop	Ευφρονίου 71	GR	Αθήνα	Ελλάδα	NaN	668	[Ευφρονίου 71, 161 21 Αθήνα, Αττική, Ελλάδα]	[{"label": "display", "lat": 37.97216777977839...	37.972168	23.755125	Ιλίσια	161 21	Αττική
7	5φ	Magirio	Διοχάρους 31	GR	Καισαριανή	Ελλάδα	NaN	641	[Διοχάρους 31, 161 21 Καισαριανή, Αττική, Ελλάδα]	[{"label": "display", "lat": 37.97272818671448...	37.972728	23.753772	Ilisia	161 21	Αττική
8	Hilton Athens	Hotel	Λεωφ. Βασιλίσσης Σοφίας 46	GR	Αθήνα	Ελλάδα	NaN	595	[Λεωφ. Βασιλίσσης Σοφίας 46, 115 28 Αθήνα, Αττ...	[{"label": "display", "lat": 37.97605761304020...	37.976058	23.750193	NaN	115 28	Αττική
9	Πείνιρλί Ιωνίας	Bakery	Πανόρμου 3	GR	Αμπελόκηποι	Ελλάδα	Λεωφ. Αλεξάνδρας	1055	[Πανόρμου 3 (Λεωφ. Αλεξάνδρας), 115 22 Αμπελόκ...	[{"label": "display", "lat": 37.98749868121609...	37.987499	23.757829	NaN	115 22	Αττική



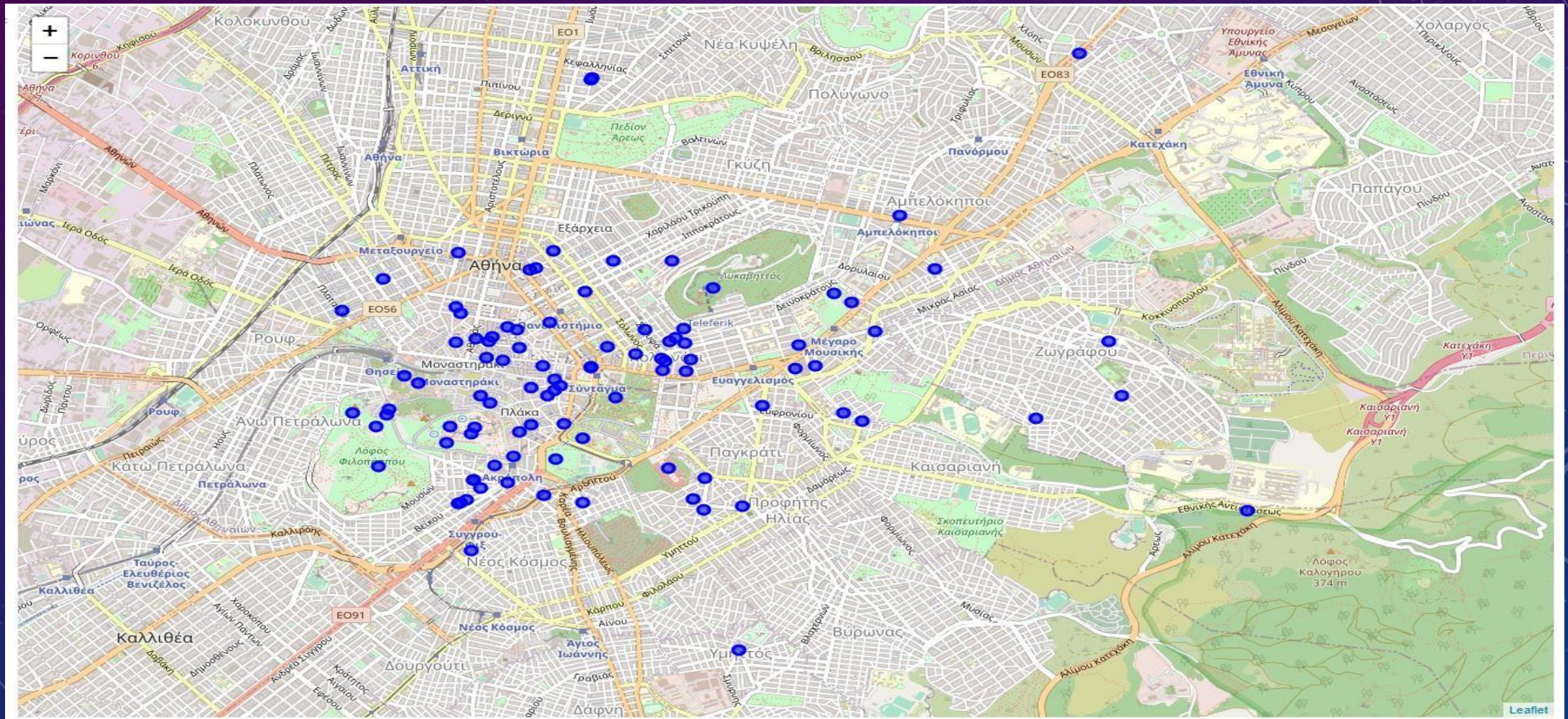
AS WE CAN SEE, THE TOP RESULT IS COFFEE SHOPS SO WE WILL COUNT THE VALUES AND PLOT THE TOP 7 JUST TO BE SURE

Coffee Shop	12
Historic Site	8
Café	7
Bar	4
Dessert Shop	4
Boutique	3
Park	3
Bakery	3
Gourmet Shop	3
Theater	2
Hill	2
Meze Restaurant	2
Bookstore	2
Italian Restaurant	2
Falafel Restaurant	2
Hotel	2
Ice Cream Shop	2
Pedestrian Plaza	2
Cocktail Bar	2
Souvlaki Shop	2
Pizza Place	2
History Museum	2
Wine Bar	2
Whisky Bar	1
Indie Movie Theater	1
Museum	1
Plaza	1
Bagel Shop	1
Kafenio	1
Trail	1
Modern European Restaurant	1
Thai Restaurant	1
Sandwich Place	1
Concert Hall	1
Other Great Outdoors	1
Jewelry Store	1
Track Stadium	1
Bistro	1
Greek Restaurant	1
Roof Deck	1
Movie Theater	1
Sushi Restaurant	1
Planetarium	1
Garden	1
Ouzeri	1
Cupcake Shop	1
Magirio	1
Middle Eastern Restaurant	1
Name: categories, dtype: int64	





WE WILL GENERATE OUR MAP AGAIN WITH THE DIFFERENT  
SHOPS ABOVE MARKED IN BLUE





THINGS START TO GET INTERESTING. LET'S HAVE A LOOK ON TRENDING SHOPS AT THIS TIME. NOW, DEPENDING ON WHEN WE RUN THE BELOW CODE, WE MIGHT GET DIFFERENT SHOPS SINCE THE SHOPS WITH THE HIGHEST FOOT TRAFFIC ARE FETCHED LIVE

```
'Cannot generate visual as no trending venues are available at the moment!'
```

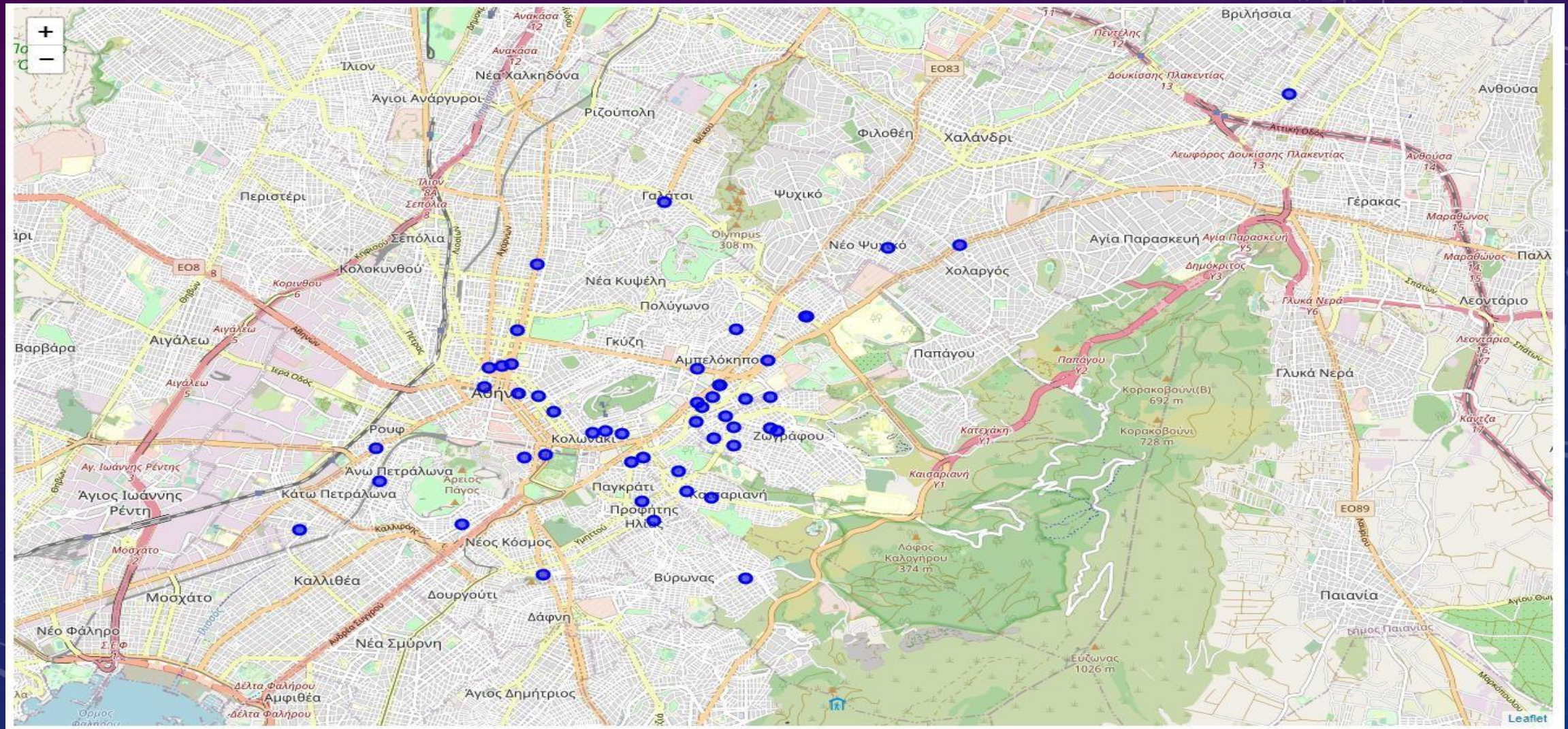
Well then..

# NOW THERE AREN'T ANY TRENDING SHOPS AT THE MOMENT AND SO WE'LL FOCUS ON THE COFFEE SHOPS OF ATHENS

	name	categories	address	cc	city	country	crossStreet	distance	formattedAddress	labeledLatLngs	lat	lng	neighborhood	postalCode	state
0	Ennea St Coffee	Coffee Shop	Γρηγορίου Αυξεντιου 9	GR	Ζωγράφος	Ελλάδα	NaN	319	[Γρηγορίου Αυξεντιου 9, 157 72 Ζωγράφος, Αττική]	[{"label": "display", "lat": 37.97688650550267...	37.976887	23.759793	Ανω Ιλίσια	157 72	Αττική
1	Kudu Coffee Roasters	Coffee Shop	25ης Μαρτίου 22	GR	Νέο Ψυχικό	Ελλάδα	NaN	3924	[25ης Μαρτίου 22, 154 51 Νέο Ψυχικό, Αττική]	[{"label": "display", "lat": 38.00503999437289...	38.005040	23.785298	Νέο Ψυχικό	154 51	Αττική
2	Mikel Coffee Company	Coffee Shop	Σόλωνος 64	GR	Αθήνα	Ελλάδα	NaN	1785	[Σόλωνος 64, 106 79 Αθήνα, Αττική]	[{"label": "display", "lat": 37.9808821983588...	37.980882	23.736444	NaN	106 79	Αττική
3	Coffee Box	Coffee Shop	Ηροδότου 24Α	GR	Αθήνα	Ελλάδα	NaN	1258	[Ηροδότου 24Α, Αθήνα, Αττική]	[{"label": "display", "lat": 37.97771852087759...	37.977719	23.742152	NaN	NaN	Αττική
4	Mikel Coffee Company	Coffee Shop	Λεωφ. Αλεξάνδρας 197	GR	Αμπελόκηποι	Ελλάδα	NaN	1026	[Λεωφ. Αλεξάνδρας 197, Αμπελόκηποι, Αττική]	[{"label": "display", "lat": 37.98726521082700...	37.987265	23.757384	NaN	NaN	Αττική
5	Mr Bean Coffee Brewers	Coffee Shop	Εμ. Μπενακη 20	GR	Αθήνα	Ελλάδα	NaN	2298	[Εμ. Μπενακη 20, Αθήνα, Αττική]	[{"label": "display", "lat": 37.98360955042584...	37.983610	23.731250	NaN	NaN	Αττική
6	Coffee Island	Coffee Shop	Πανόρμου 97	GR	Αθήνα	Ελλάδα	Λαρίσης	1770	[Πανόρμου 97 (Λαρίσης), Αθήνα, Αττική]	[{"label": "display", "lat": 37.99311350103371...	37.993114	23.763059	NaN	NaN	Αττική
7	Coffee Island	Coffee Shop	Χαριλάου Τρικούπη 28	GR	Athens	Ελλάδα	Σόλωνος	2032	[Χαριλάου Τρικούπη 28 (Σόλωνος), 106 79 Αττική...	[{"label": "display", "lat": 37.98324248450226...	37.983242	23.734267	Εξάρχεια	106 79	Αττική
8	Coffee Island	Coffee Shop	Βασιλίσσης Αμαλίας 2-4	GR	Αθήνα	Ελλάδα	NaN	1907	[Βασιλίσσης Αμαλίας 2-4, 105 57 Αθήνα, Αττική]	[{"label": "display", "lat": 37.97445757680518...	37.974458	23.735237	NaN	105 57	Αττική
9	Coffee Island	Coffee Shop	Παπαδιαμαντοπούλου 77	GR	Αθήνα	Ελλάδα	NaN	499	[Παπαδιαμαντοπούλου 77, Αθήνα, Αττική]	[{"label": "display", "lat": 37.98021959908161...	37.980220	23.761485	NaN	NaN	Αττική
10	Coffee Island	Coffee Shop	Αγίου Κωνσταντίνου 12	GR	Αθήνα	Ελλάδα	NaN	2744	[Αγίου Κωνσταντίνου 12, Αθήνα, Αττική]	[{"label": "display", "lat": 37.98446195426769...	37.984462	23.726276	NaN	NaN	Αττική
11	Coffee Island	Coffee Shop	3ης Σεπτεμβρίου 38	GR	Αθήνα	Ελλάδα	Στουρναρη	2642	[3ης Σεπτεμβρίου 38 (Στουρναρη), 104 32 Ομόνοια...	[{"label": "display", "lat": 37.9876596187031...	37.987660	23.728933	NaN	104 32	Αττική
12	For Coffee	Café	Λεωφ. Μεσογείων 75	GR	NaN	Ελλάδα	NaN	1519	[Λεωφ. Μεσογείων 75, 115 26]	[{"label": "display", "lat": 37.98847272912895...	37.988473	23.767708	NaN	115 26	NaN
13	CoffeeΜix Speciality Coffee & More	Coffee Shop	35 Παπαδιαμαντοπούλου	GR	Αθήνα	Ελλάδα	NaN	166	[35 Παπαδιαμαντοπούλου, 115 28 Αθήνα, Αττική]	[{"label": "display", "lat": 37.979445, "lng": "...	37.979445	23.757246	NaN	115 28	Αττική



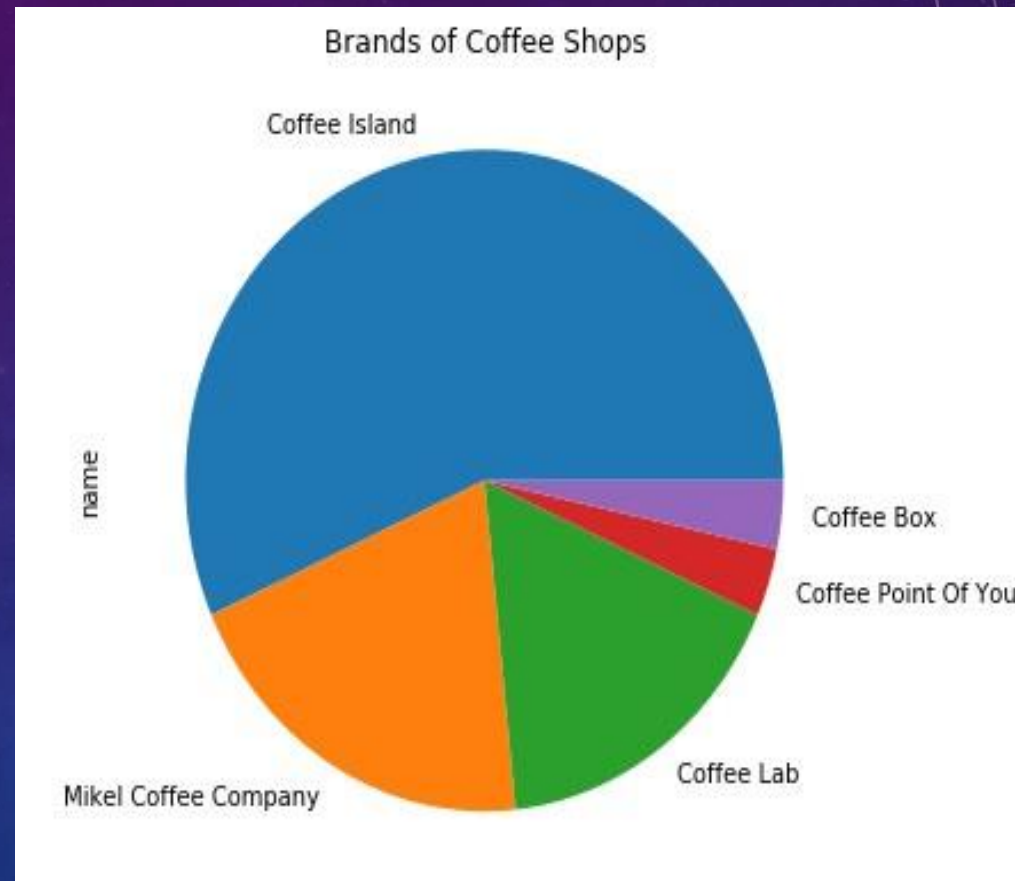
AT LAST LET'S VISUALIZE THESE ITEMS ON THE MAP  
AROUND OUR LOCATION





# WE'LL COUNT THE DIFFERENT COFFEE SHOPS TO GET AN IDEA OF WHAT IS POPULAR IN OUR AREA

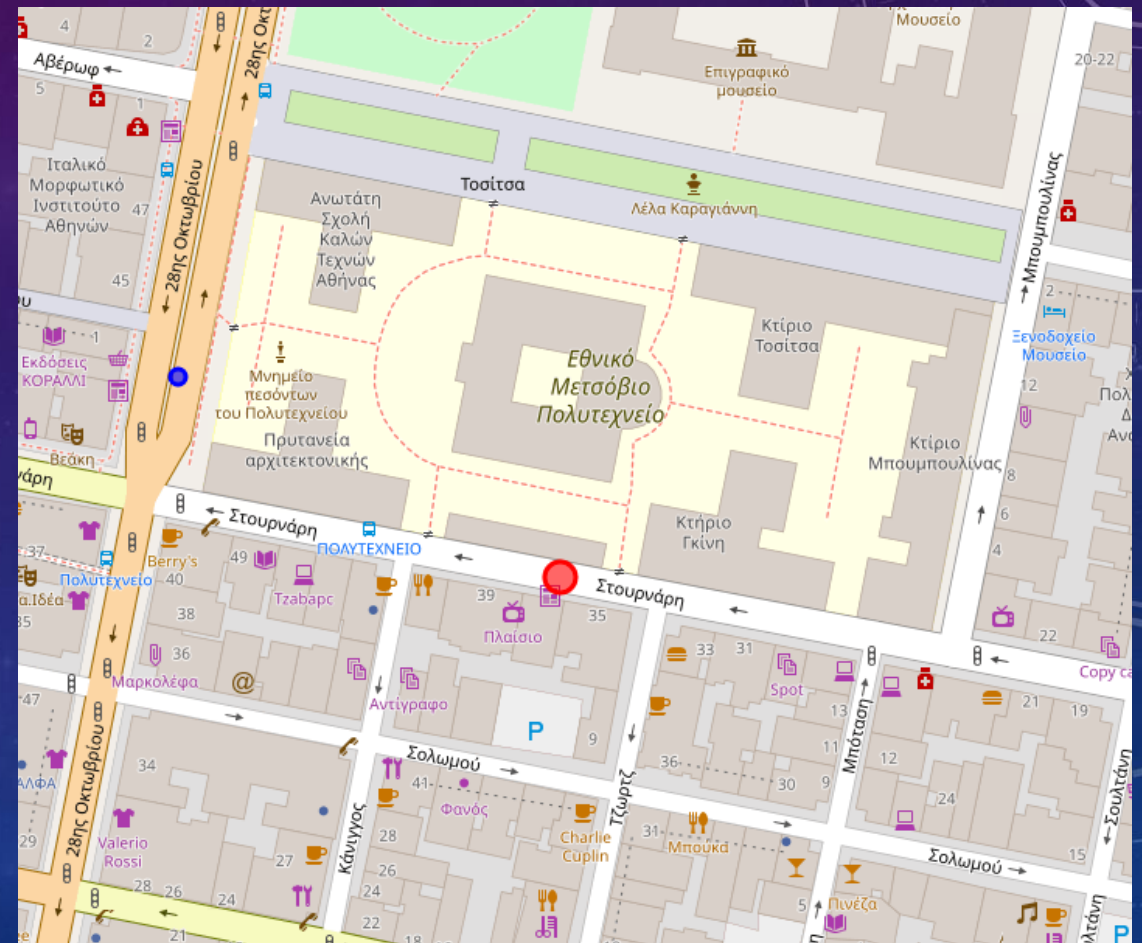
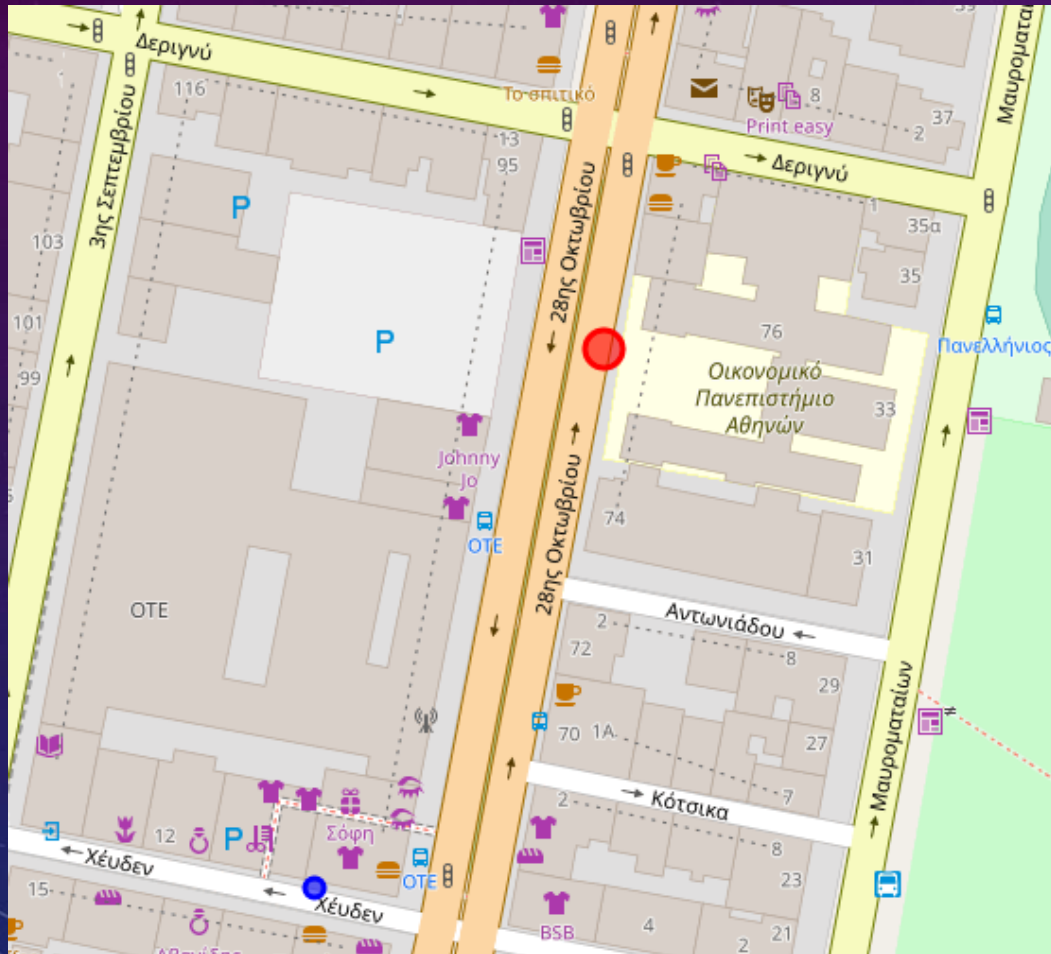
Coffee Island	17
Mikel Coffee Company	6
Coffee Lab	5
Coffee Point Of You	1
Coffee Box	1
Mr Bean Coffee Brewers	1
Coffee Point	1
Ennea St Coffee	1
Charlie's Coffee Boutique	1
Coffee Jar	1
Hand Pickers Coffee Roasters	1
The coffee house	1
Coffee & Snack	1
Coffee Break	1
Coffee Time	1
CoffeeMix Speciality Coffee & More	1
123 coffee & more	1
Yela coffee & more	1
Coffee House Food&Drink	1
Milton's Coffee And Food	1
Kudu Coffee Roasters	1
For Coffee	1
Coffee To Go!	1
Coffee Berry	1
Coffee Station	1
Name: name, dtype: int64	



# CONCLUSION

- **The vast majority of coffee shops consists of Coffee island then Mikel Coffee Company and Coffee Lab. So, if we want to invest and open a new shop it would be best to open a Coffee Island or a Mikel Coffee Company Coffee shop. Also, if we examine the map above, a great place to start would be near the Economic University of Athens or the National Technical University of Athens where there is heavy foot traffic especially from the students who attend the lectures**







# THANK YOU FOR YOUR TIME

**This notebook was created by Nikolas Vitsentzatos**