Herbs and Spice Shops in large Europeans Cities

Trends in Herbs and Spice Shops across Europe
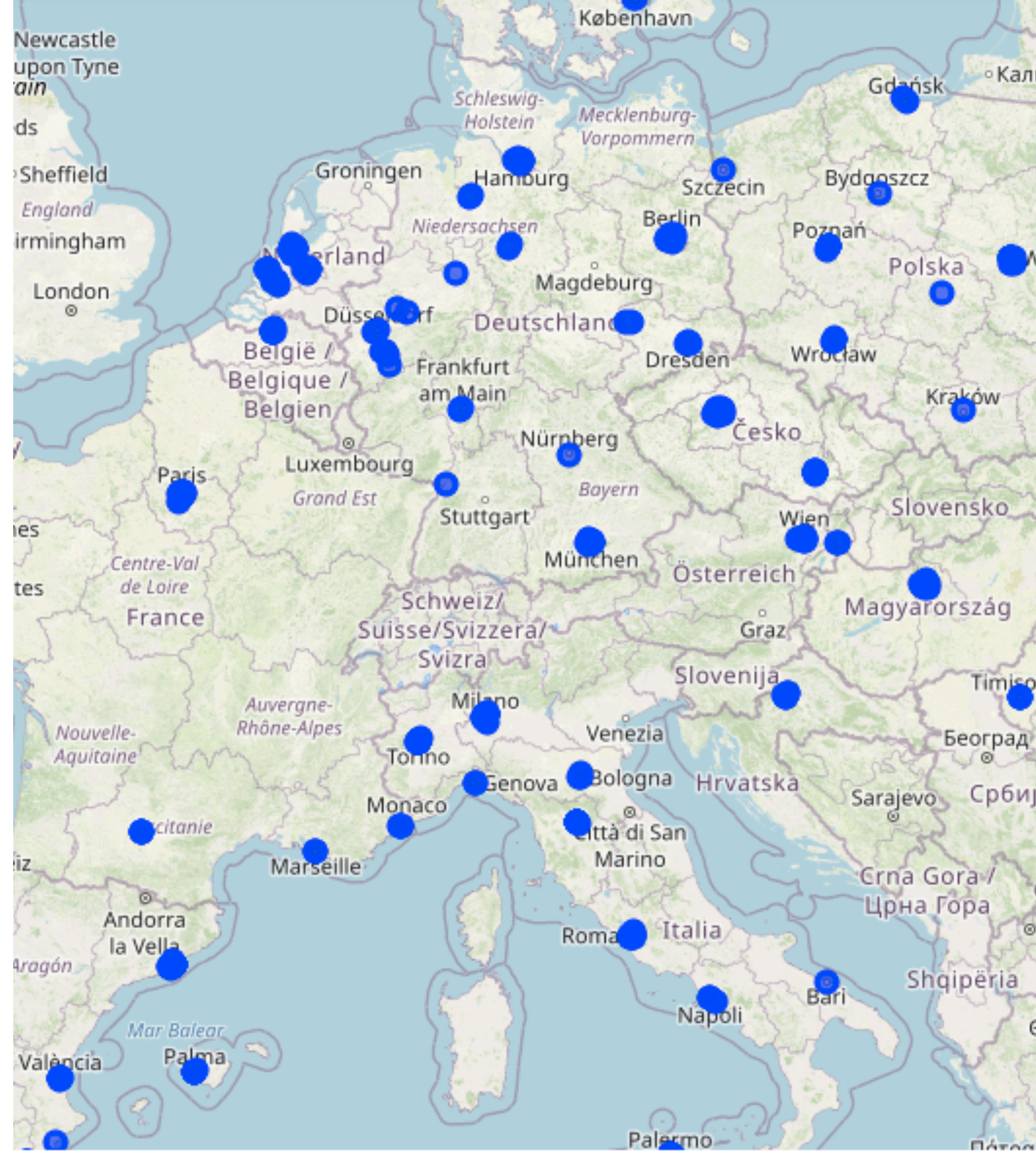
EUROPEAN CITIES

Herbs and Spice shops

LARGE EUROPEAN CITIES

- For the analysis, European Cities with a population greater than 300 000 inhabitants were selected.

- Additional information, such as median salary, median income, population density, demographic data were also added to the dataset to obtain a better characterisation of the cities themselves.
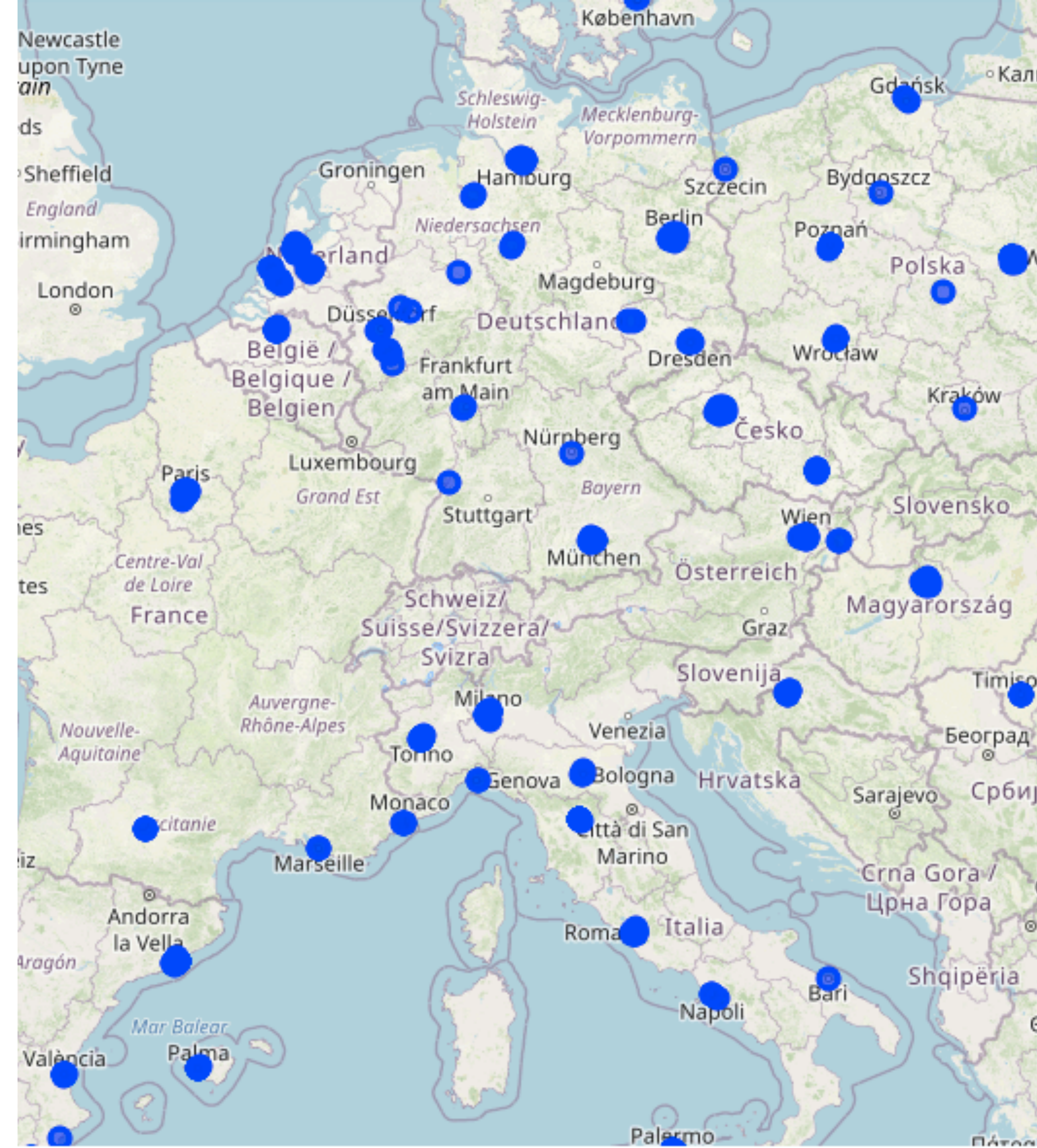
LARGE EUROPEAN CITIES
Population

- On average, there are 0.065 shops per 10 000 inhabitants.

- The number of Herbs and Spice Shop is influenced by the number of inhabitants, although wide disparities were observed.
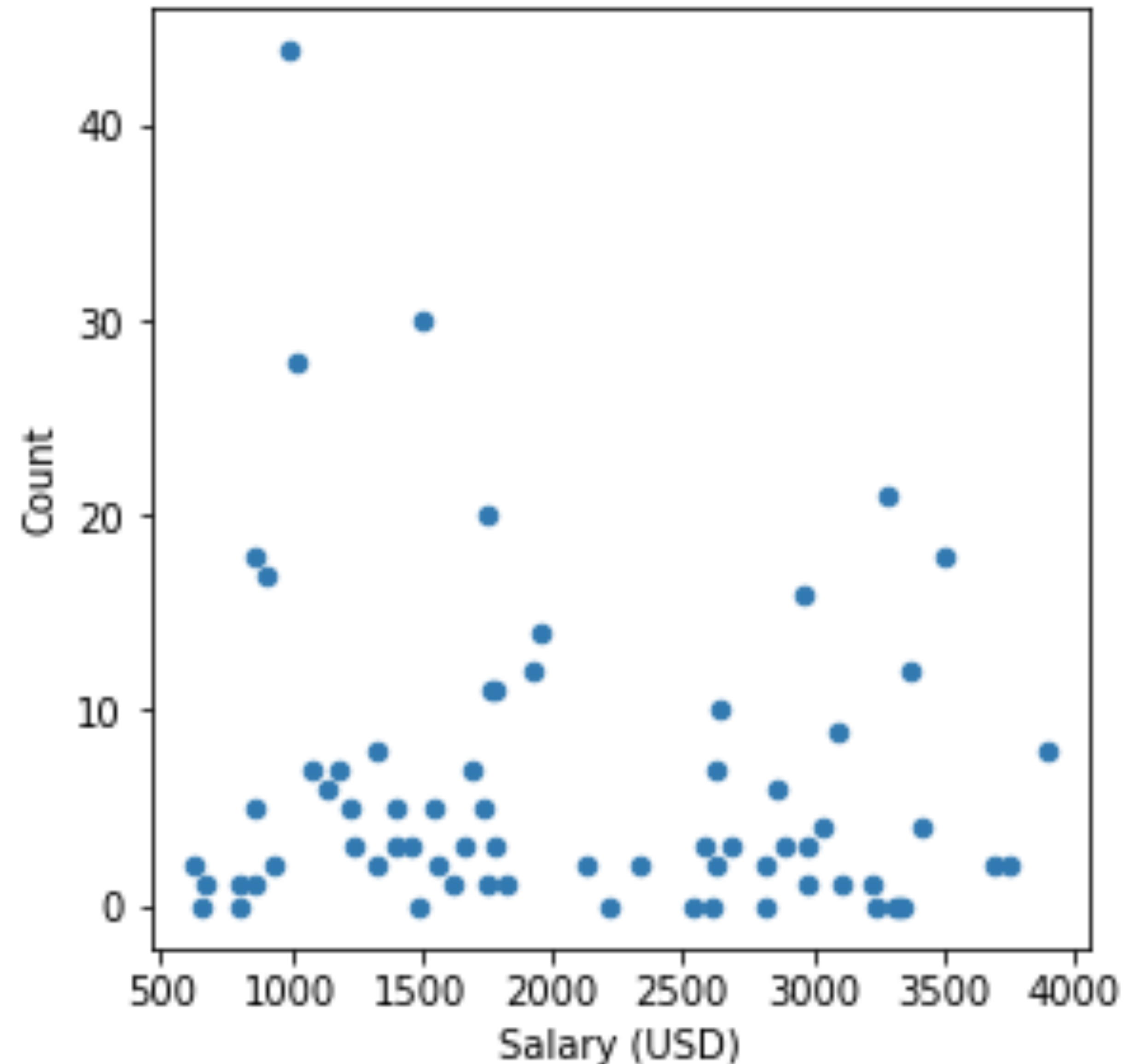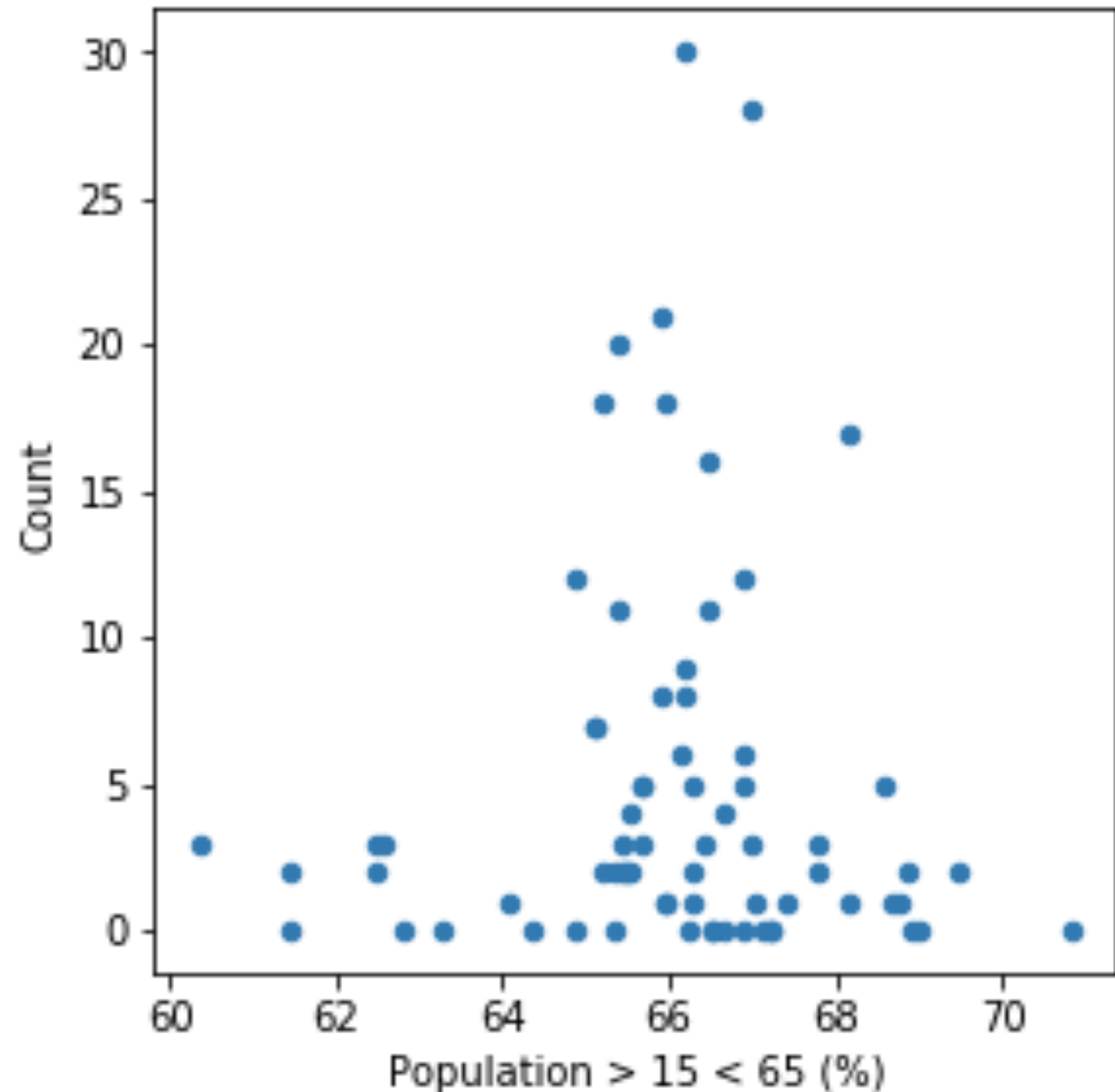
LARGE EUROPEAN CITIES
Salary, Income

- Salary or income were used to establish if the number of shops was proportional to the quality of living. It was thought that high income cities may show additional shops as those are speciality products.

- Both of those are independent from the number of shops

- It is expected that those would have an influence on the clientele and therefore the cost of the products sold.

LARGE EUROPEAN CITIES
Demographic

- The percentage of active population is an independent variable and does not affect the number of shops in a city.

- Similar finding was found for the density of population.

LARGE EUROPEAN CITIES
Location of shops

- More shops are found in the city centre, although they can extend far in the periphery of those large cities.

- Those are general trend, but the data contains, cities and countries which have cultural and social differences.

Distance of the shops to the city centre

Box Plot on Aggregated data
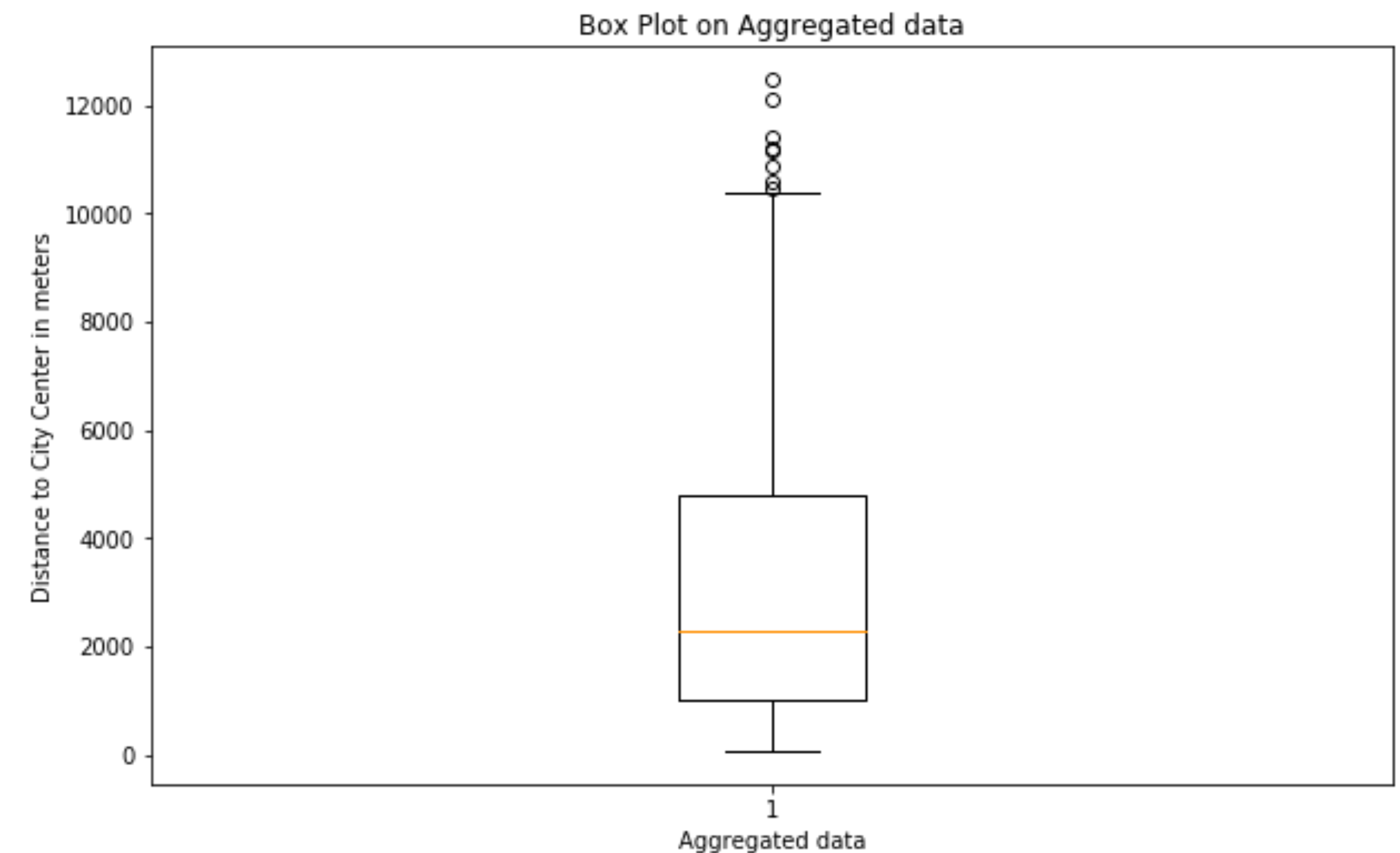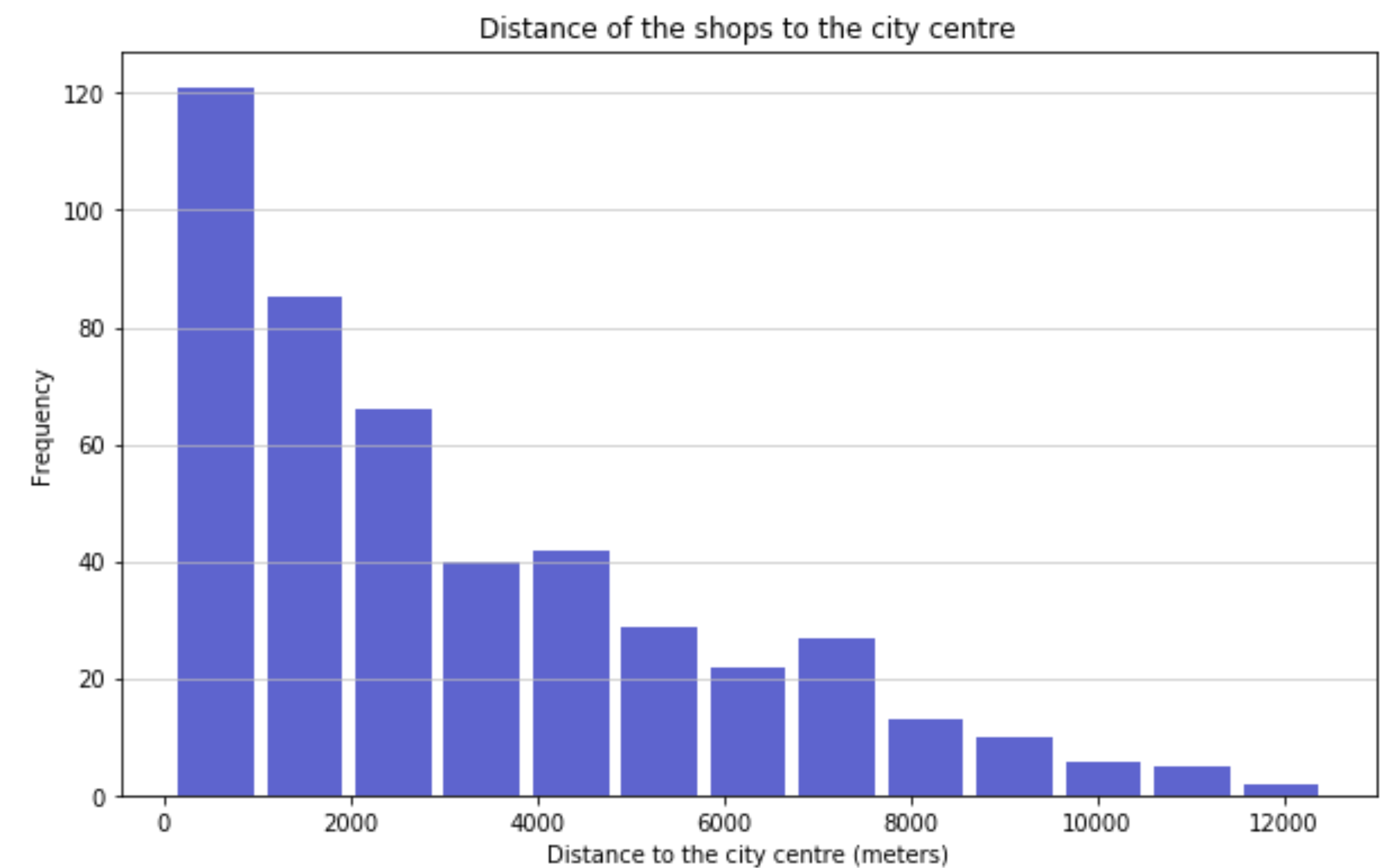
Distance from City Centre per Country
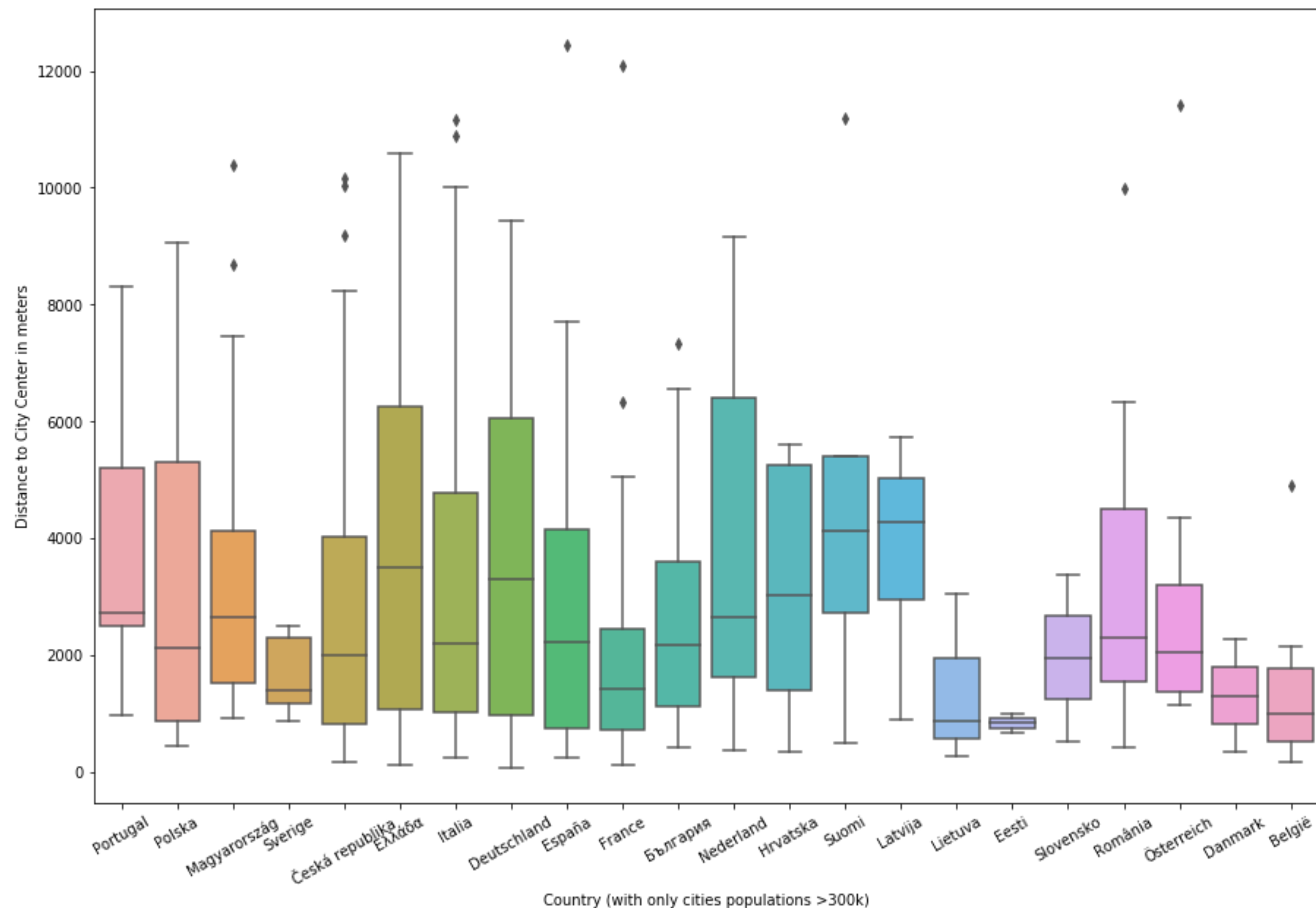
Distance from City Centre per City
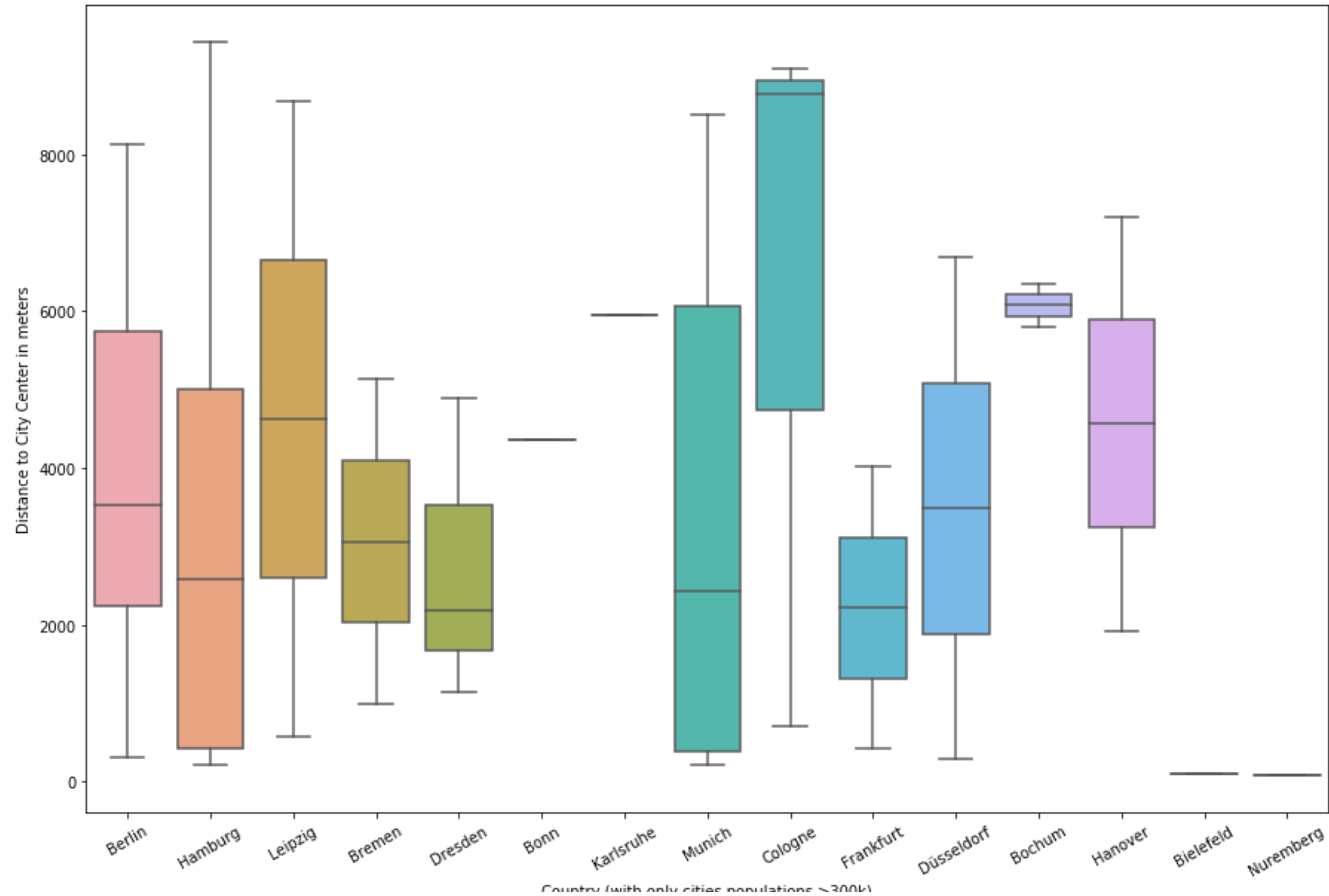
No Clear Trends across Countries or even Cities

BERLIN

A case study

- In Berlin, as most cities, more shops are located in the city centre, although other shops can be found in the periphery.
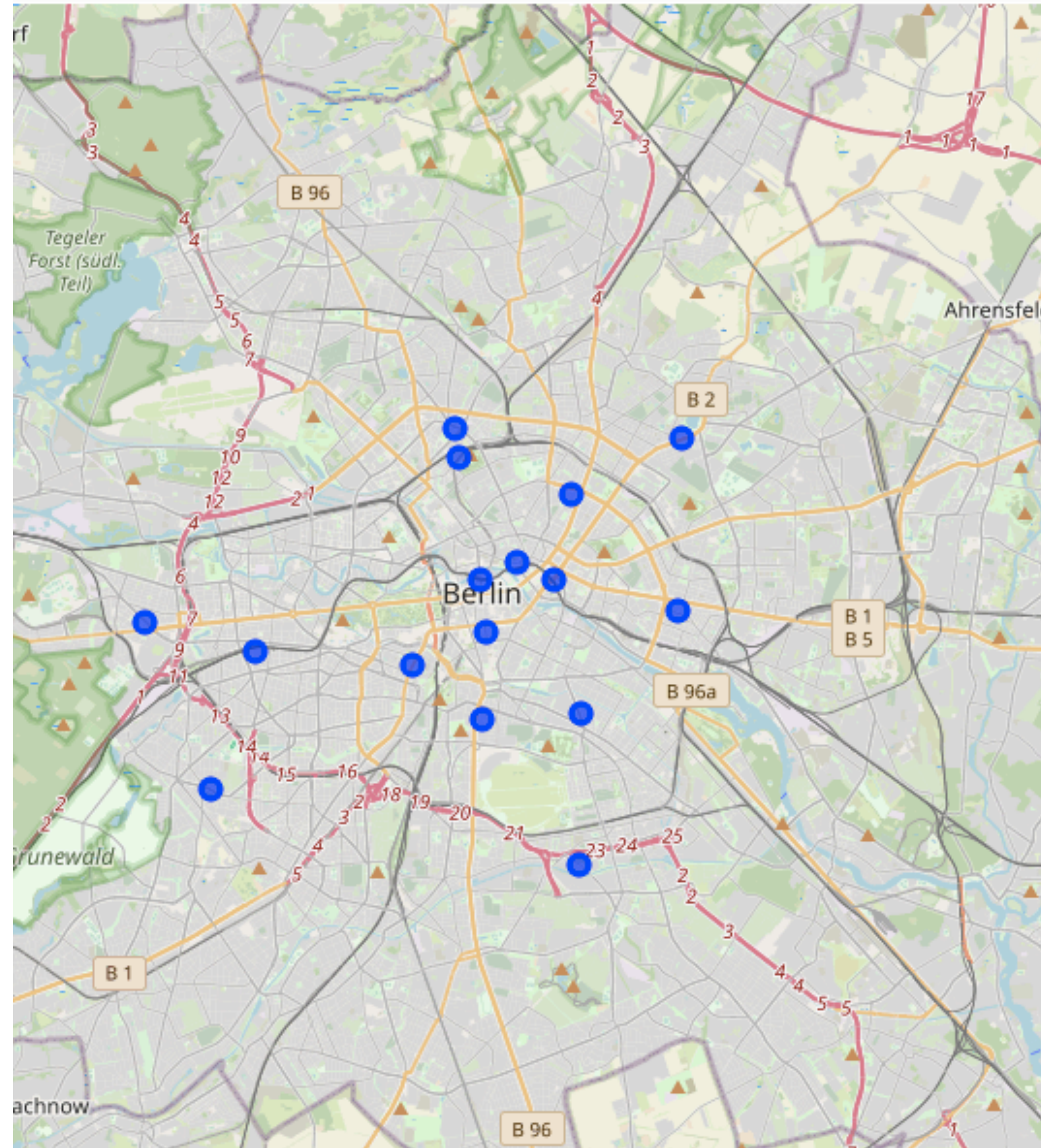
BERLIN

A case study

- Evaluation of the minimum distance between the shops.

- As observed in the map, some shops are close to another another (1km) whereas some are further away.

Proximity Matrix (in km)
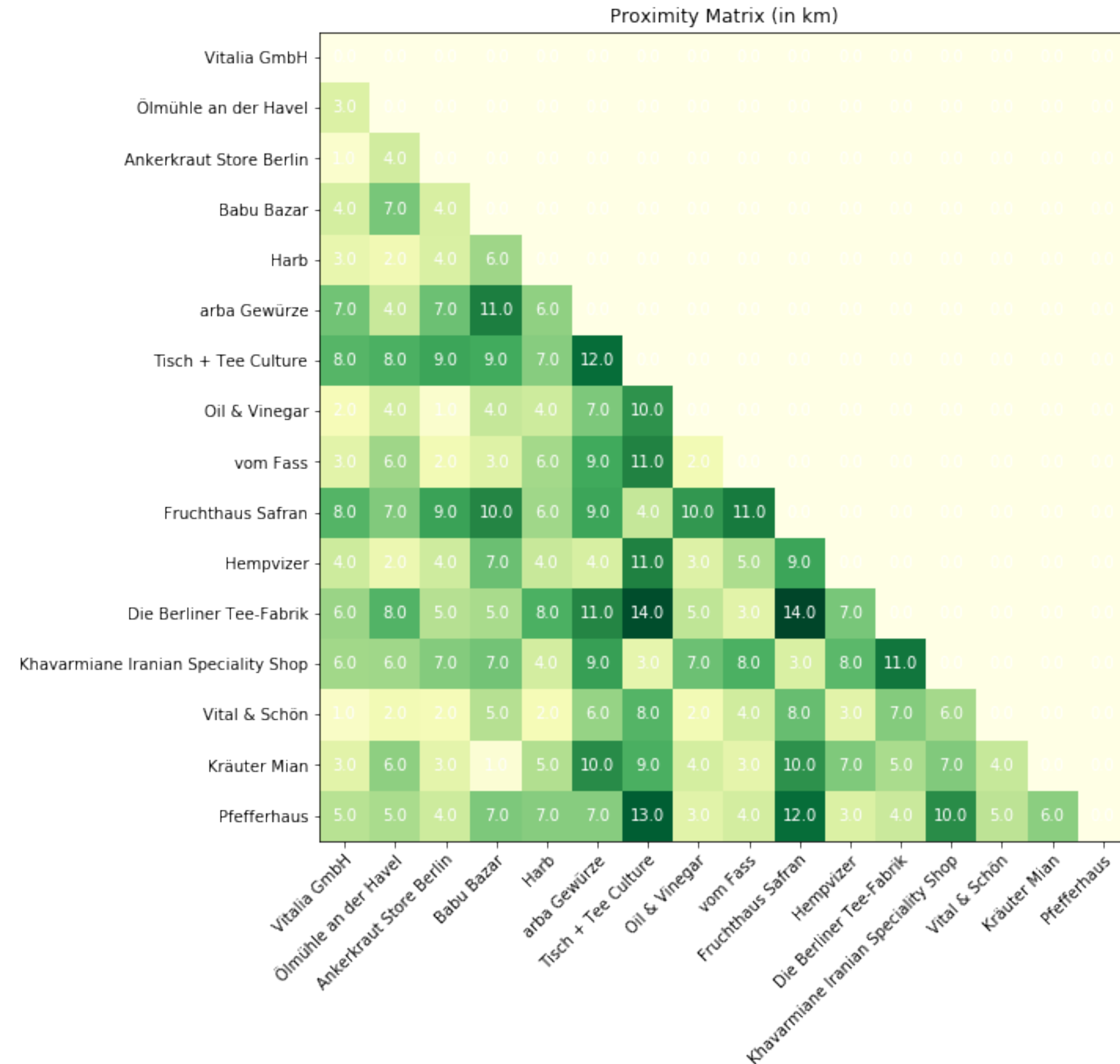
LARGE EUROPEAN CITIES
Proximity between shops

- Similar to Berlin, most of the Herbs and Spice shops across Europe are located about 1km from home another. But some are fairly far from another and most likely in the surrounding of those large cities in smaller neighbourhood.

ECOSYSTEM

Shops around Herbs and Spice Shops

- Looking for ecosystem by evaluating the shops around the location of Herbs and Spice shops.

ECOSYSTEM

Shops around Herbs and Spice Shops

- Restaurants are by far the most prevalent shops around Herbs and Spice.

- This suggest area with a lot of foot traffic.

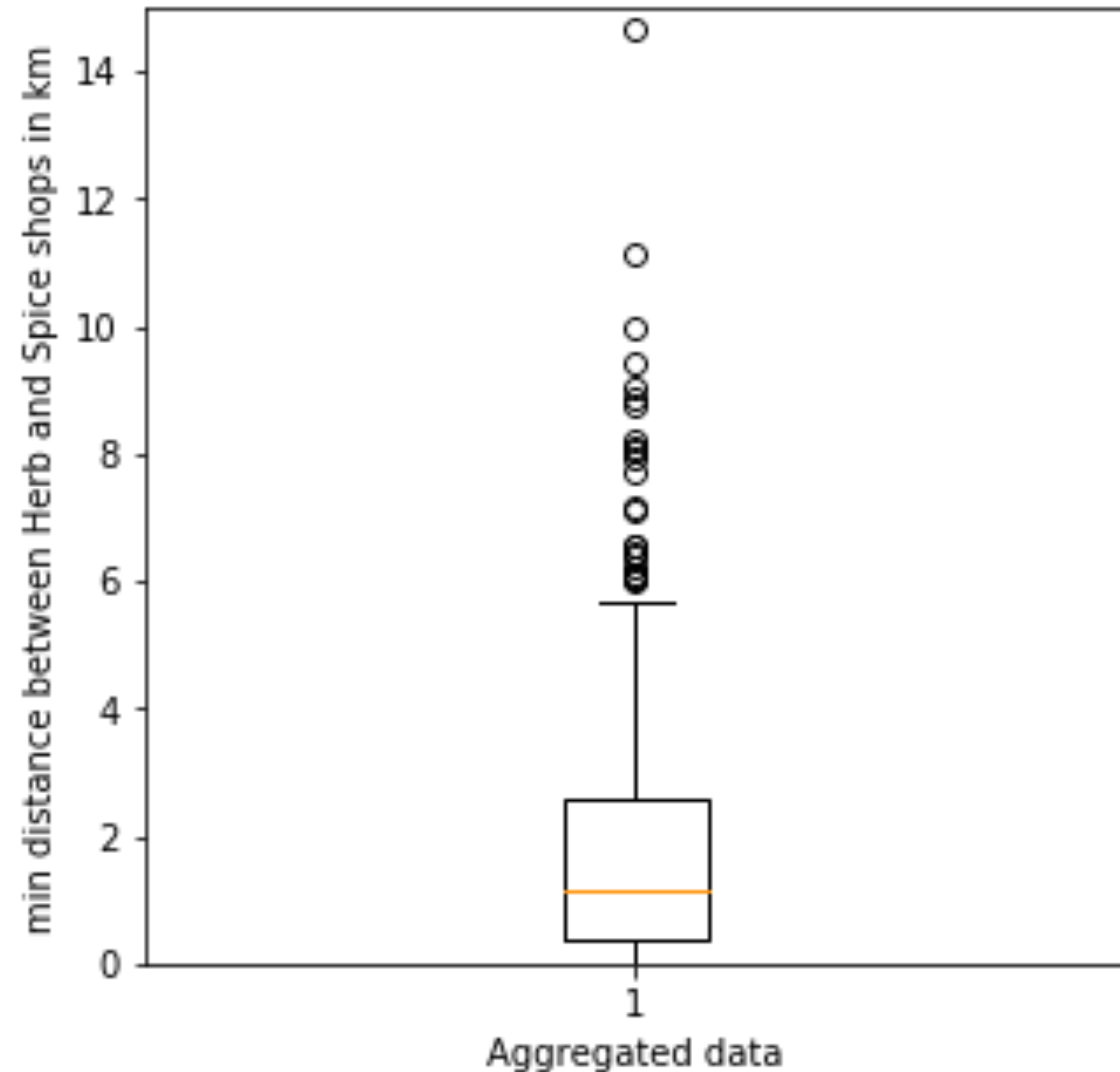- Given that FourSquare taken into account proximity and recommendations. Our data might be biais

	---Toulouse----	
	shops	freq
0	Restaurant	0.35
1	Plaza	0.09
2	Tea Room	0.06
3	Coffee Shop	0.05
4	Bar	0.05

	---Stockholm----	
	shops	freq
0	Restaurant	0.39
1	Café	0.06
2	Coffee Shop	0.04
3	Bar	0.03
4	Clothing Store	0.03

	---Munich----	
	shops	freq
0	Restaurant	0.29
1	Café	0.06
2	Coffee Shop	0.04
3	Hotel	0.04
4	Plaza	0.03

	Milan----	
	shops	freq
0	Restaurant	0.34
1	Café	0.05
2	ce Cream Shop	0.04
3	Hotel	0.03
4	Plaza	0.03

ECOSYSTEM

Shops around Herbs and Spice Shops

- Without Restaurants and per countries, we obtained a slightly different, although now populated by Café, Coffee Shop, Bakery, Bar.

- This reinforced our previous results which suggest area with a lot of foot traffic.

---	-Nederland-	-
	shops	freq
0	Bar	0.05
1	Coffee Shop	0.05
2	Café	0.04
3	Hotel	0.04
4	Supermarket	0.03

---	-Danmark----	
	shops	freq
0	Café	0.10
1	Bakery	0.10
2	Music Venue	0.06
3	Cocktail Bar	0.06
4	Wine Bar	0.06

---	-Portugal----	
	shops	freq
0	Café	0.10
1	Hotel	0.08
2	Bakery	0.07
3	Coffee Shop	0.06
4	Plaza	0.06

---	Deutschland----	
	shops	freq
0	Café	0.07
1	Hotel	0.05
2	Bar	0.04
3	Clothing Store	0.04
4	Coffee Shop	0.04

Across Europe,
10 shops most often located in proximity to Herbs and Spice Shops

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'Coffee Shop' 'Café' 'Bar'
'Bakery' 'Hotel' 'Plaza'
'Supermarket' 'Clothing Store'
'Cocktail Bar' 'Dessert Shop'
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Conclusions

Herbs and Spice Shops

- Trends for large cities regarding the Herbs and Spice shops are fairly clear:

  - Close to the city centre or in peri-urban centres.

  - Located in area with a lot of foot traffic.

  - Proximity of the shops is based on local population density within the city themselves.

Herbs and Spice Shops

- No model was developed has the data did not show relationship between the number of shops and other city attributes (salary, income, demography)

- Large disparities were observed between country and within a country