

# The Rise of Pixel

Exploring New York City to Discover the Best Place to Set Up Google Pixel Stores

Coursera Applied Data Science Capstone Project by Om Singh

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## Introduction:

### ***Background Information:***

Google is the owner of Android, the world's most popular mobile operating system. According to *Stat Counter* (G, 2021) android roughly makes up 73% of the market, well ahead of its nearest competitor, Apple's IOS. However, Google's individual phones, its infamous pixel lineup, has an overwhelmingly lack of popularity amongst users, as can be seen through *Stat Counters* (Anonymous, 2021) data which suggest Google Pixel Phones have less than 1.5% market share. This could be attributed to its lack of physical stores, something which its competitors such as Apple and Samsung have around the globe. Google recently opened a store in New York City, and they are looking to expand these stores, however.

Infect, Google's and its investors are currently putting in tons of money into the company for the launch of their next phone and other hardware, as shown by how Google's head of hardware Rick Osterloh, that they "are ready to invest a lot in marketing", (Kellen, 2021) and through T-Mobile's recent announcement to invest heavily into Google Pixel. Due to countries such as the USA opening due to its large amounts of vaccine doses, sales of technology and mobile phones are currently on the rise as people flock back into on site retail stores, and hence it is natural that Google wishes to expand its meagre sales by building retail store.

### ***Problem:***

Hence arises the question for Google, where to from here? Where should Google open its next physical retail store. Hence the question for my data science project is formed:

*"Where in San Francisco should Google open its next physical retail store?"*

I have chosen San Francisco as the city for the question as it is a city which experiences a large amount of smartphone sales, and is part of California, the state where Google HQ is located, and USA is one of the only countries where Google sells a significant amount of hardware. This question may be of certain interest not only to google, but to Tech Youtubers and smartphone enthusiasts.

## **Data:**

To perform an analysis on this question at hand, numerous forms of data will be required:

1. Location data from Foursquare which divides San Francisco into Borough and Neighborhoods. This will allow me to perform an analysis on different districts determining where google should build its next phone store.
2. Information about venues in San Francisco to find suitable locations for google to build its next store [are they close to Google campuses or other apple/Samsung phone stores], for example, which will help Google garner early attention to its retail store.

## Bibliography

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