**Marketing Tool**

This project utilizes the Google Maps API to search for stores that sell specific products in a specific geographic area (currently using vape, hookah and cigarettes). It fetches details such as store name, address, phone number, and ZIP code, and saves the data to a CSV file for further analysis.

**Features**

* Search for stores by keyword (e.g., "vape shop", "hookah", "cigarettes").
* Fetch detailed information for each store, including store name, address, phone number, and ZIP code.
* Remove duplicate entries based on store address.
* Save the collected data to a CSV file.

**Requirements**

* Python 3.x
* Required Python libraries: requests, pandas
* Google Maps API Key

**Setup**

1. **Install the necessary Python libraries**:

bash

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pip install requests pandas

1. **Get your Google Maps API Key**:

To use the Google Maps API, you need to have an API key. You can obtain one from the Google Cloud Platform Console. Once you have the key, replace API\_KEY in the code with your own key.

1. **Adjust the search parameters**:
   * You can change the location variable to the desired latitude and longitude (e.g., New Jersey coordinates are provided as "40.6687,-74.1143").
   * Modify the keywords list to include additional store types or products you're interested in searching for (e.g., "smoke shop", "tobacco shop").

**Usage**

Run the Python script as follows:

bash

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python store\_finder.py

The script will:

1. Perform searches for the stores based on the defined keywords (e.g., "vape shop", "hookah", "cigarettes").
2. Fetch detailed information about each store, including name, address, phone number, and ZIP code.
3. Remove any duplicate store entries based on their address.
4. Save the results to a CSV file named stores\_nearby\_with\_zipcode.csv.

**Example CSV Output**

The output CSV file will contain the following columns:

* **Store Name**: The name of the store.
* **Store Address**: The full address of the store.
* **Phone Number**: The contact phone number of the store.
* **Zipcode**: The ZIP code extracted from the store's address.

Example:

| **Store Name** | **Store Address** | **Phone Number** | **Zipcode** |
| --- | --- | --- | --- |
| Vape World | 1234 Main St, New Jersey, NJ 07012 | (123) 456-7890 | 07012 |
| Hookah Lounge | 5678 Oak Rd, New Jersey, NJ 08025 | (234) 567-8901 | 08025 |

**Functions**

**search\_places(keyword, location, radius=10000)**

Searches for places based on the specified keyword (e.g., "vape shop") within a given location and radius. It paginates through the results if necessary.

**Parameters:**

* keyword (str): The search keyword (e.g., "vape shop", "hookah").
* location (str): Latitude and longitude of the search area in the format "latitude,longitude".
* radius (int, optional): Search radius in meters (default is 10,000 meters or 10 km).

**Returns:**

* A list of places matching the keyword.

**fetch\_place\_details(place\_id)**

Fetches detailed information about a store based on its place\_id from the Google Maps API.

**Parameters:**

* place\_id (str): The unique ID of the place obtained from the nearby search.

**Returns:**

* A dictionary containing the store name, address, phone number, and ZIP code.

**main()**

The main function that integrates the searching and fetching of store data, processes the results, and saves them to a CSV file.

**Contributing**

Feel free to fork this repository and make improvements. If you have any suggestions or encounter any issues, please open an issue or create a pull request.

**License**

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