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ARIS KOLOMVATSOS AUGUST 27, 2020

# Bakery shop

Locating the best area for a new  
bakery shop in the center of Athens

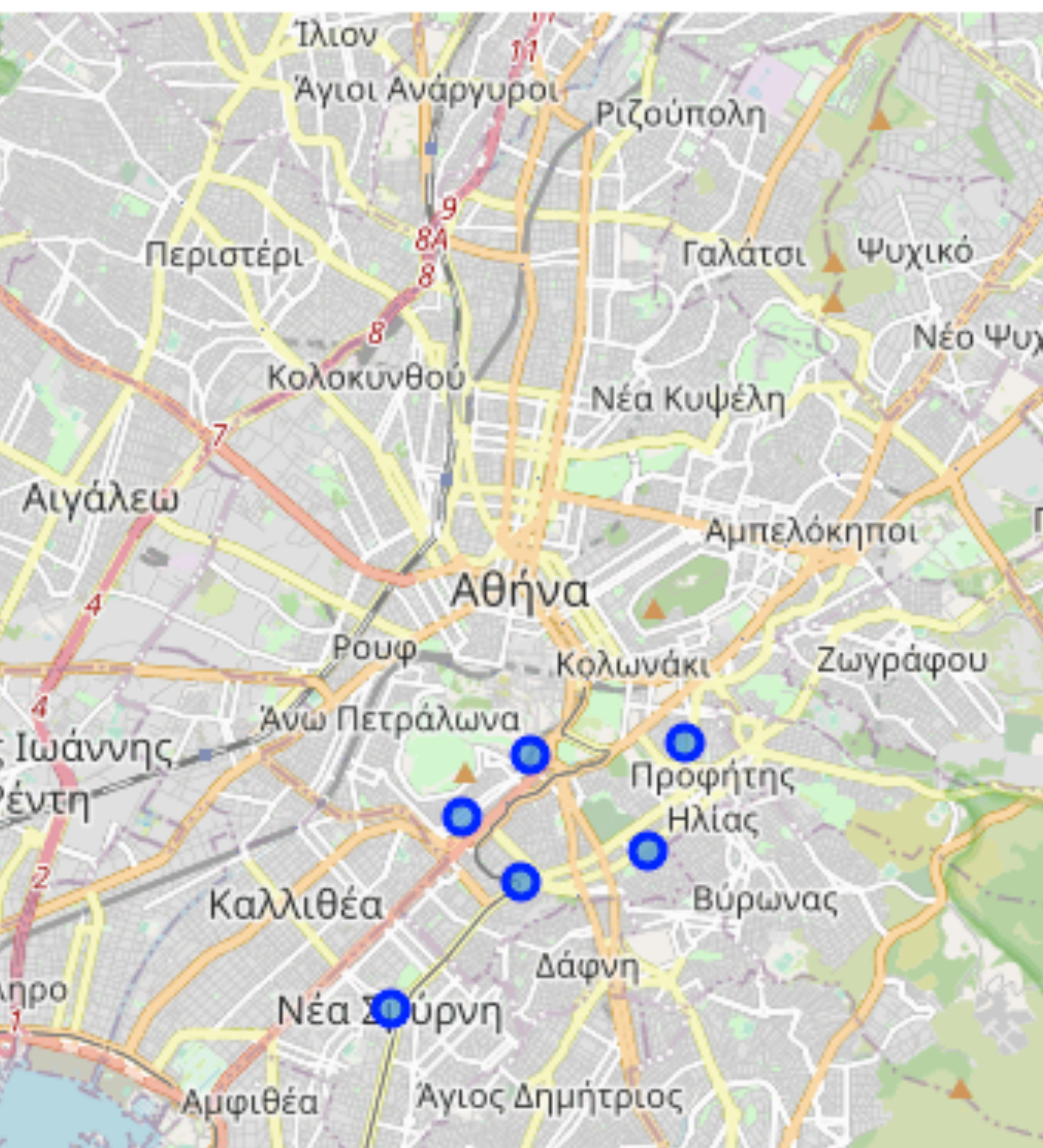
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# Data acquisition

- A bakery owner wants to expand his business and locate the best area for his new shop . He asked researching the following 6 neighborhoods. Koukaki, Neos Kosmos, Agios Artemios, Pangrati, Makrygianni, Nea Smyrni.
  - All the given areas are located in the center of Athens and their infos were acquired using OpenStreetMap Data
  - Utilizing the Foursquare API I located all the bakery shops of the given neighborhoods
  - In general, the center of Athens attracts a lot of tourists and has numerous Landmarks and Museums which led me to further explore and locate Museums and Landmarks using the Foursquare API
  - Another important aspect Is the public transportation stations in the area which were located and superimposed on a map using Foursquare API
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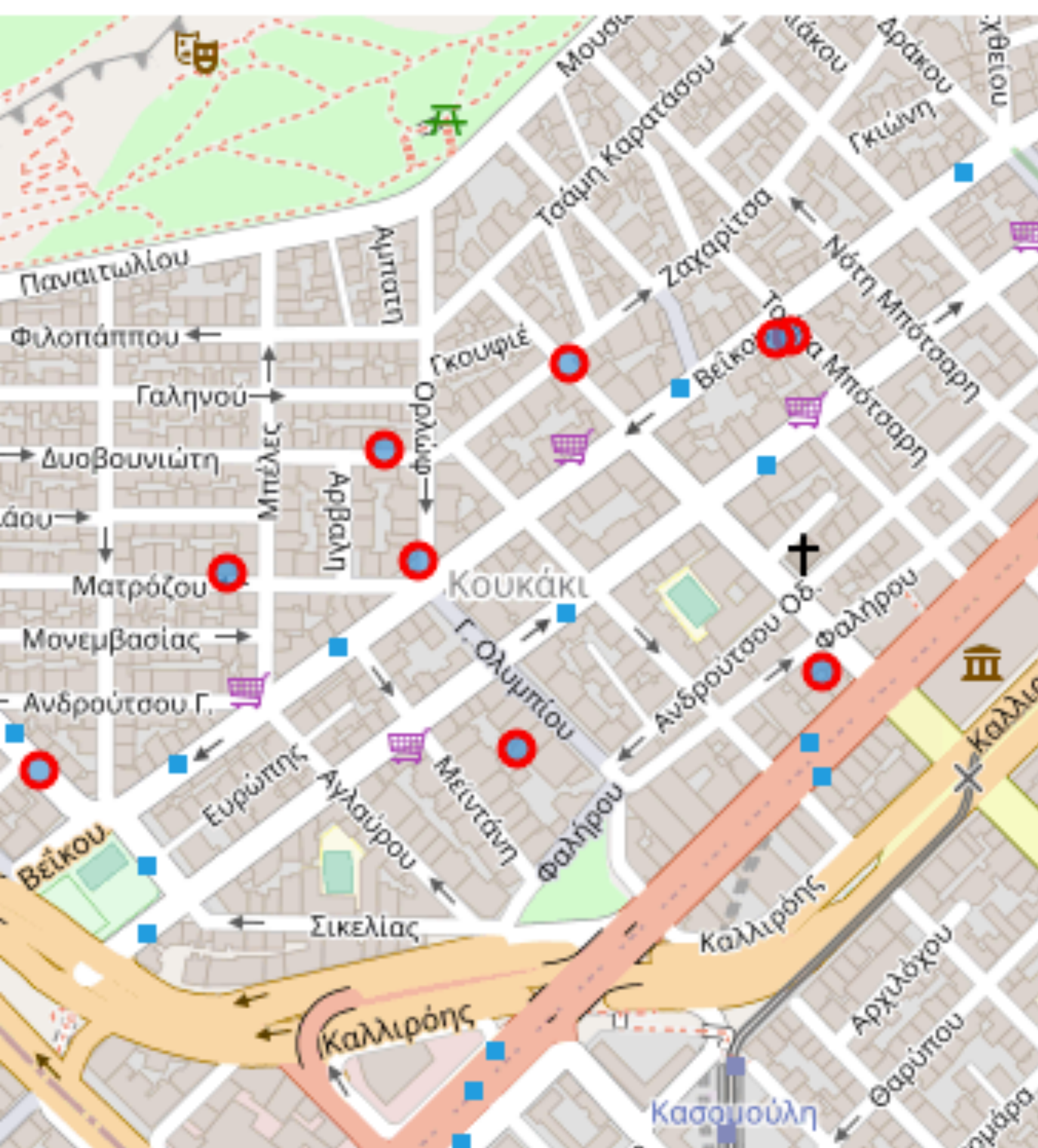
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# Neighborhoods

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- On the map are all the neighborhoods of the research and given by the client
- The map is centered on Athens, Greece



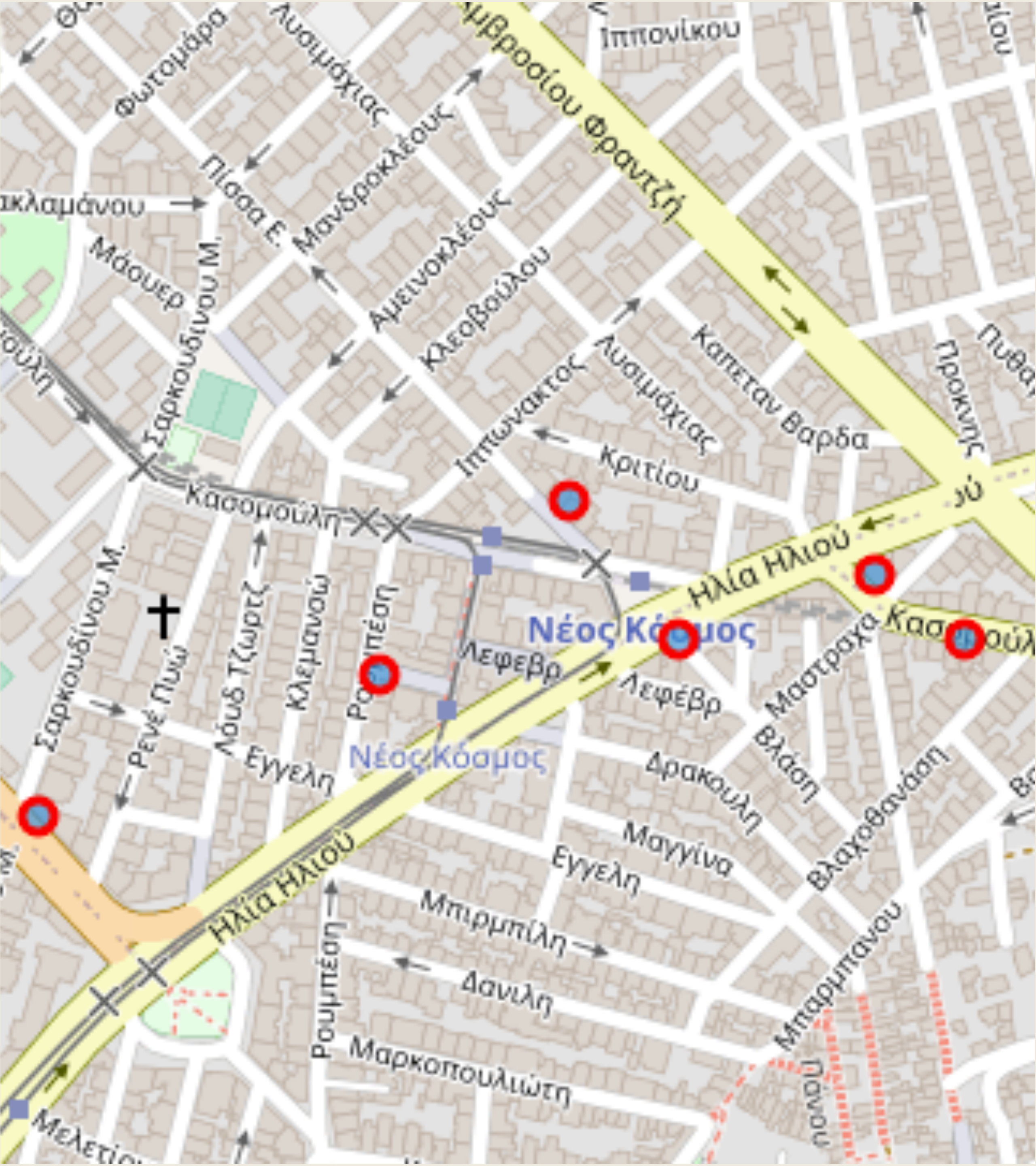


# Koukaki

- The first neighborhood explored was Koukaki which returned 9 bakeries in the area

	Bakery	Latitude	Longitude
0	Ρίζος	37.963495	23.720000
1	Μαμά ψωμί	37.964653	23.722377
2	Το Παραδοσιακό	37.964173	23.721083
3	Κουκακιώτικη Γωνιά	37.962538	23.722006
4	DouxCook@Ki	37.964797	23.723926
5	Κουλουρότοπος	37.962964	23.724139
6	Baking Room	37.964794	23.723812
7	Primo Πιτολιχουδιες	37.963579	23.721332
8	Ο Φούρνος Του Λιάρου	37.962418	23.718682



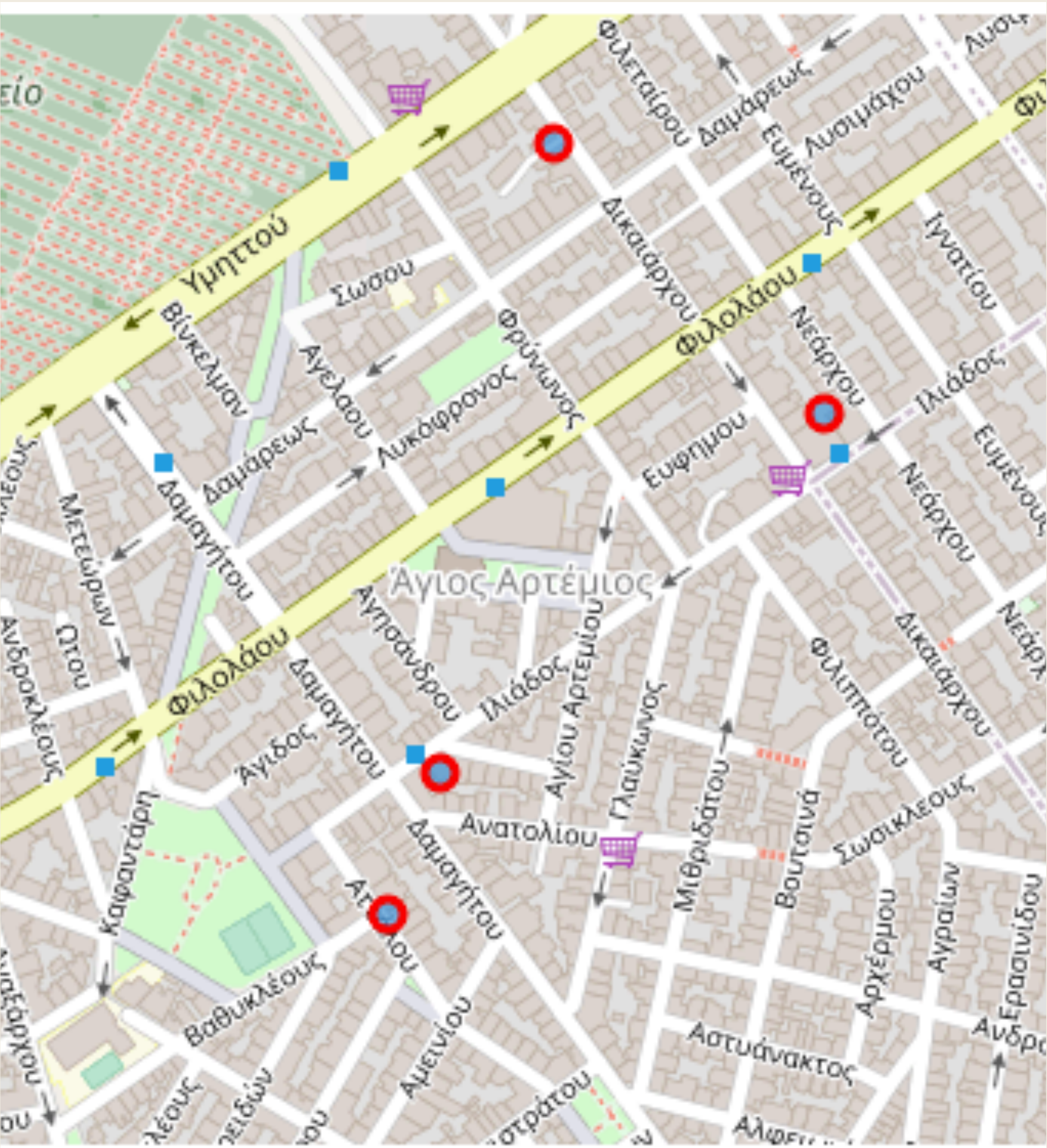


# Neos Kosmos

- The second neighborhood explored was Neos Kosmos which returned 6 bakeries in the area

	Bakery	Latitude	Longitude
0	Εκ Σίτου	37.957173	23.726627
1	Mr Kostis	37.956427	23.724345
2	Αρτο-ζυμιά	37.958083	23.727889
3	Mon Koulour	37.957705	23.729924
4	Leonidas Αρτοποιία Ζαχαροπλαστική	37.957366	23.728620
5	Γεύσεις Όπως Παλιά	37.957368	23.730531



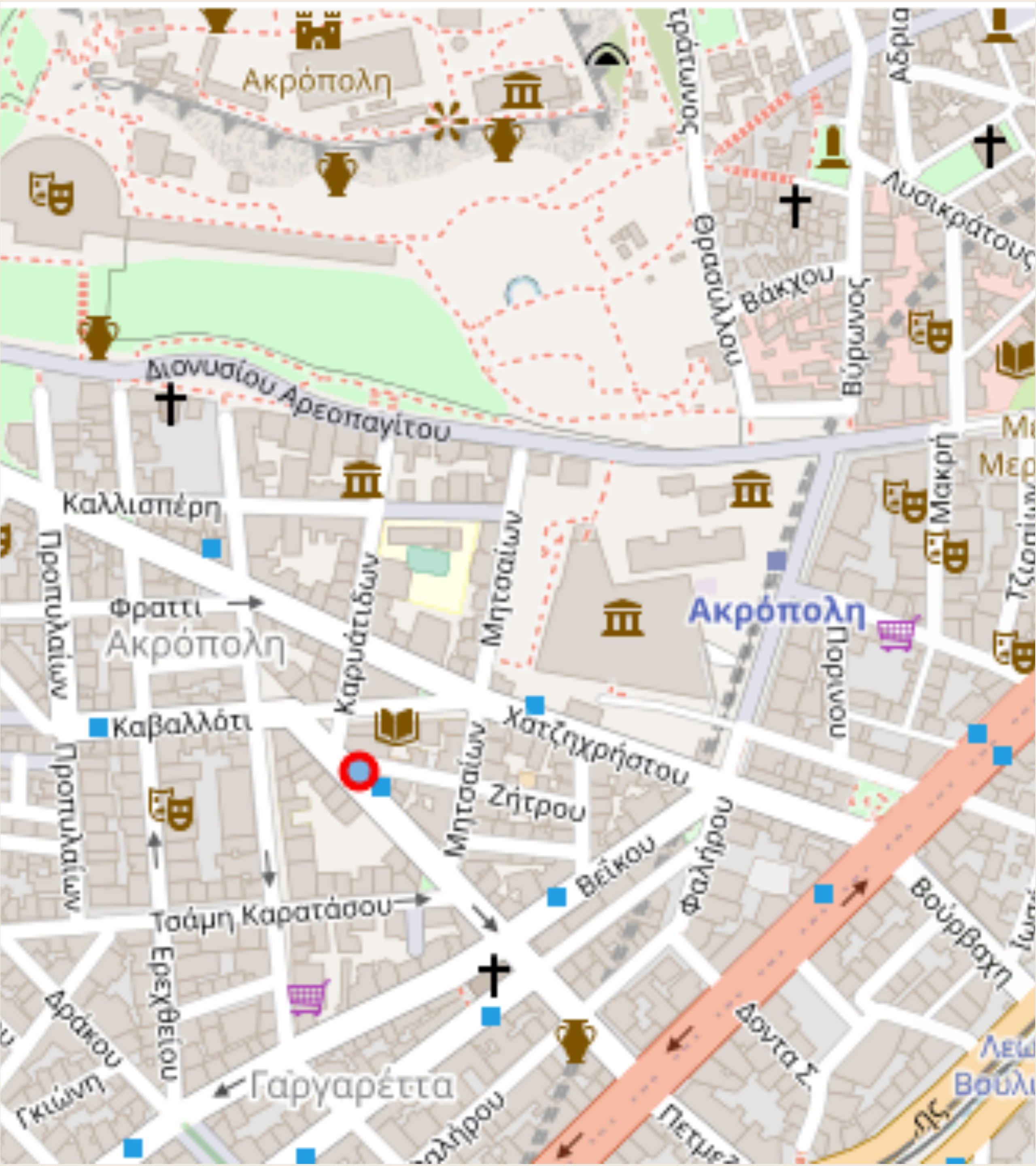


# Agios Artemios

- The third neighborhood explored was Agios Artemios which returned 4 bakeries in the area

	Bakery	Latitude	Longitude
0	Άρτος & Τέχνη	37.958538	23.741595
1	Φούρνος ΣΤΑΘΗΣ	37.961305	23.744645
2	Ο φούρνος της γειτονιάς	37.959316	23.741972
3	Αρτοποιία Οικονομίδης	37.962795	23.742759



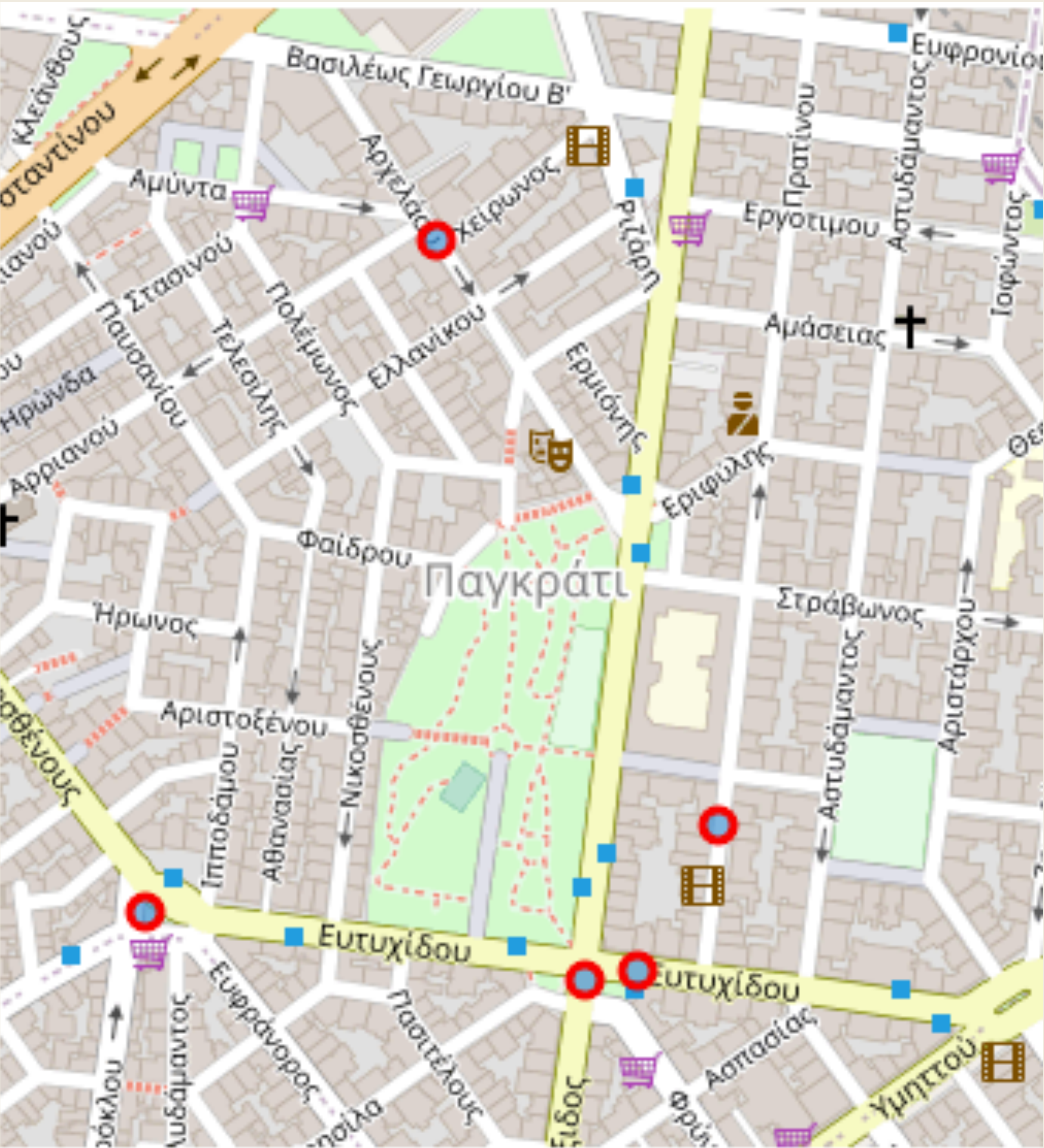


# Makrygianni

- The fourth neighborhood explored was Makrygianni which returned only 1 bakery shop in the area

	Bakery	Latitude	Longitude
0	Takis Bakery (Αρτοποιότης ο Τάκης)	37.967734	23.726667



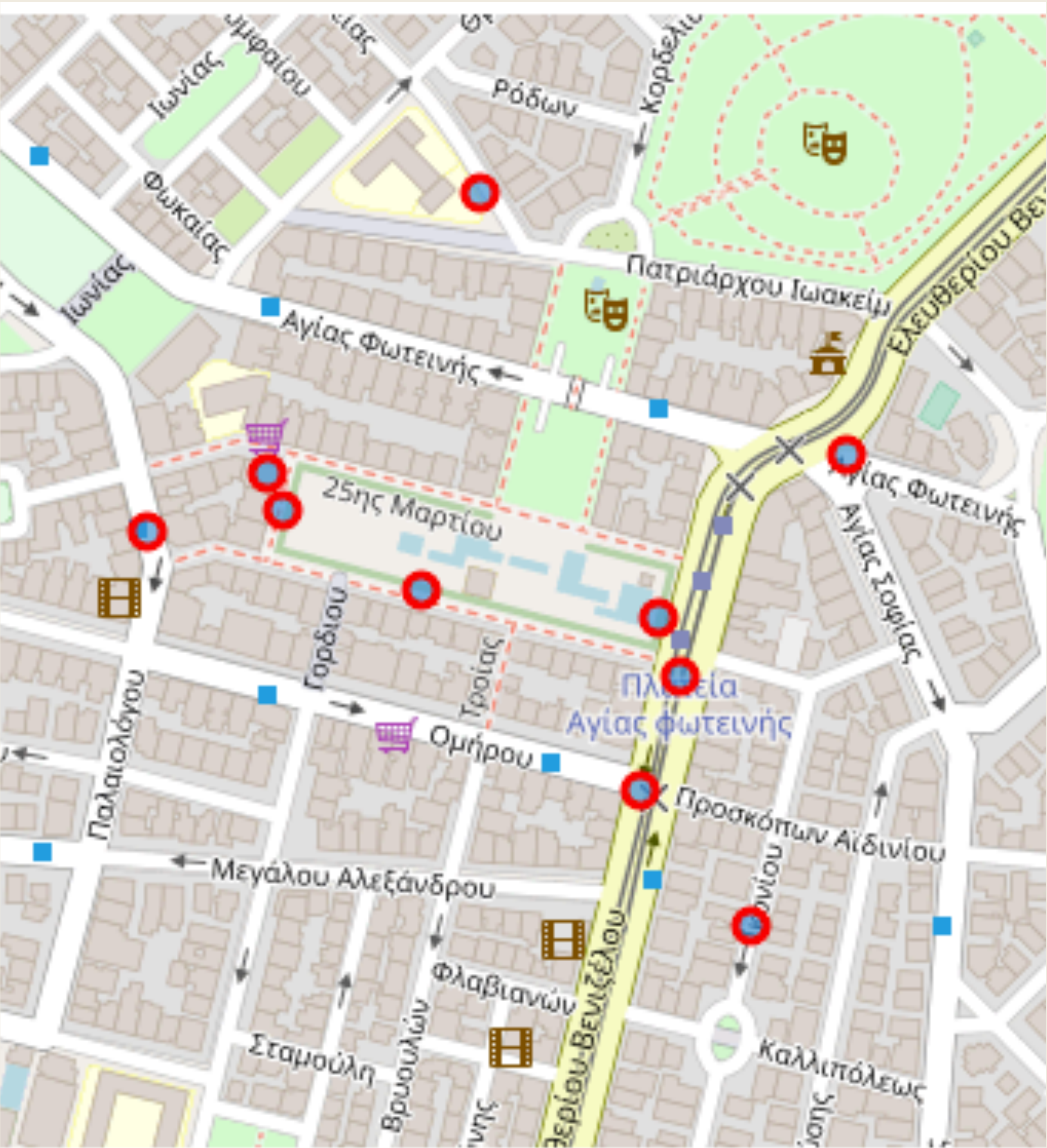


# Pangrati

- The fifth neighborhood explored was Pangrati which returned 5 bakeries in the area

	Bakery	Latitude	Longitude
0	Ok! bread	37.971719	23.745990
1	Πνύκα Φούρνος	37.968522	23.747942
2	Φούρνος Βενέτη	37.967729	23.747370
3	Αττικά Αρτοποιεία	37.967685	23.747021
4	Πιερής	37.968052	23.743965





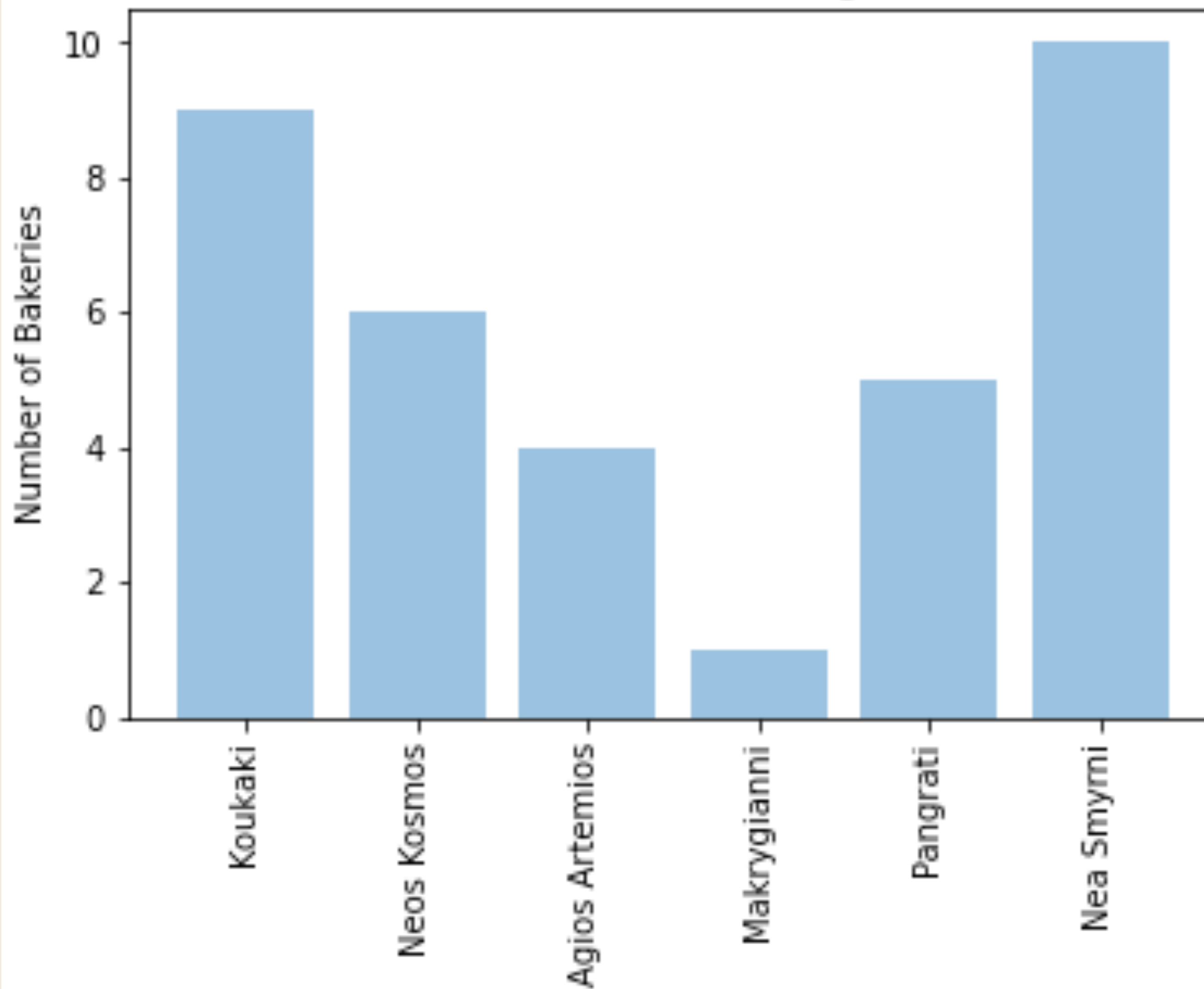
# Nea Smyrni

- The sixth neighborhood explored was Nea Smyrni which returned 10 bakeries in the area

	Bakery	Latitude	Longitude
0	Βενέτη Food Hall	37.946686	23.713137
1	Αττικά Αρτοποιεία	37.945584	23.714656
2	Κουλουραδες	37.947117	23.712163
3	La Bella Fornarina	37.946217	23.714927
4	Le Petit Gourmet	37.947333	23.712063
5	Bulangerie- Bakery	37.946530	23.714777
6	Φούρνος Βενέτη	37.947010	23.711212
7	Φούρνος Θεοδώρου	37.947433	23.716085
8	Σμυρναικον	37.944845	23.715434
9	Σουσάμι Άνοιξε	37.948872	23.713530



Bakeries found for each neighborhood



## Bakeries found

- In a total of 35 bakeries found in the given areas, the bar chart visualizes the number of bakeries on each neighborhood



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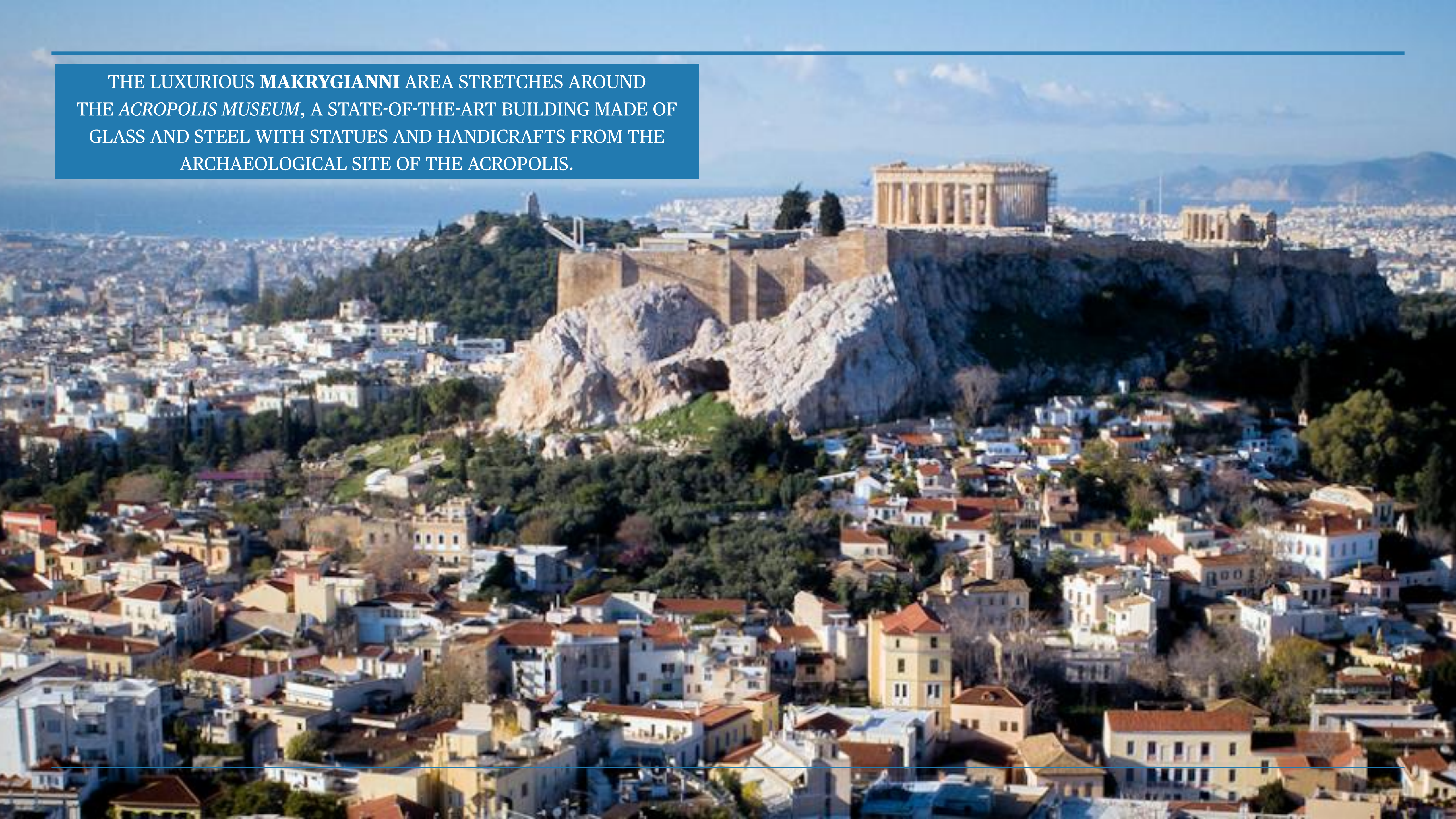
# Makrygianni

Makrygianni area returned only 1 bakery shop which makes this area the best candidate for further research

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THE LUXURIOUS **MAKRYGIANNI** AREA STRETCHES AROUND THE *ACROPOLIS MUSEUM*, A STATE-OF-THE-ART BUILDING MADE OF GLASS AND STEEL WITH STATUES AND HANDICRAFTS FROM THE ARCHAEOLOGICAL SITE OF THE ACROPOLIS.







**The Acropolis museum**



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# Exploring the area for tourist attractions

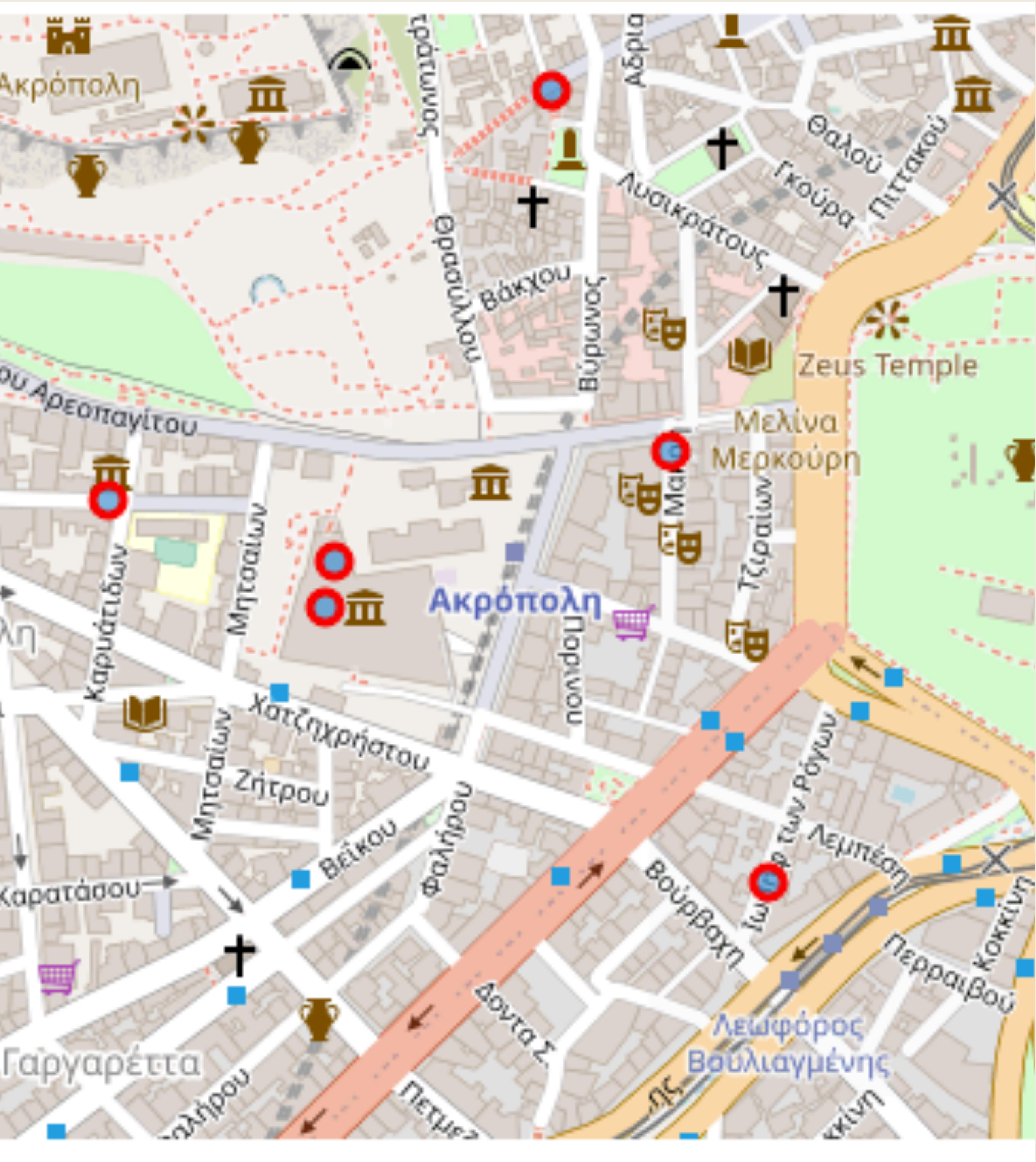
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- Map Legend: Red = Museums , Orange = Landmarks



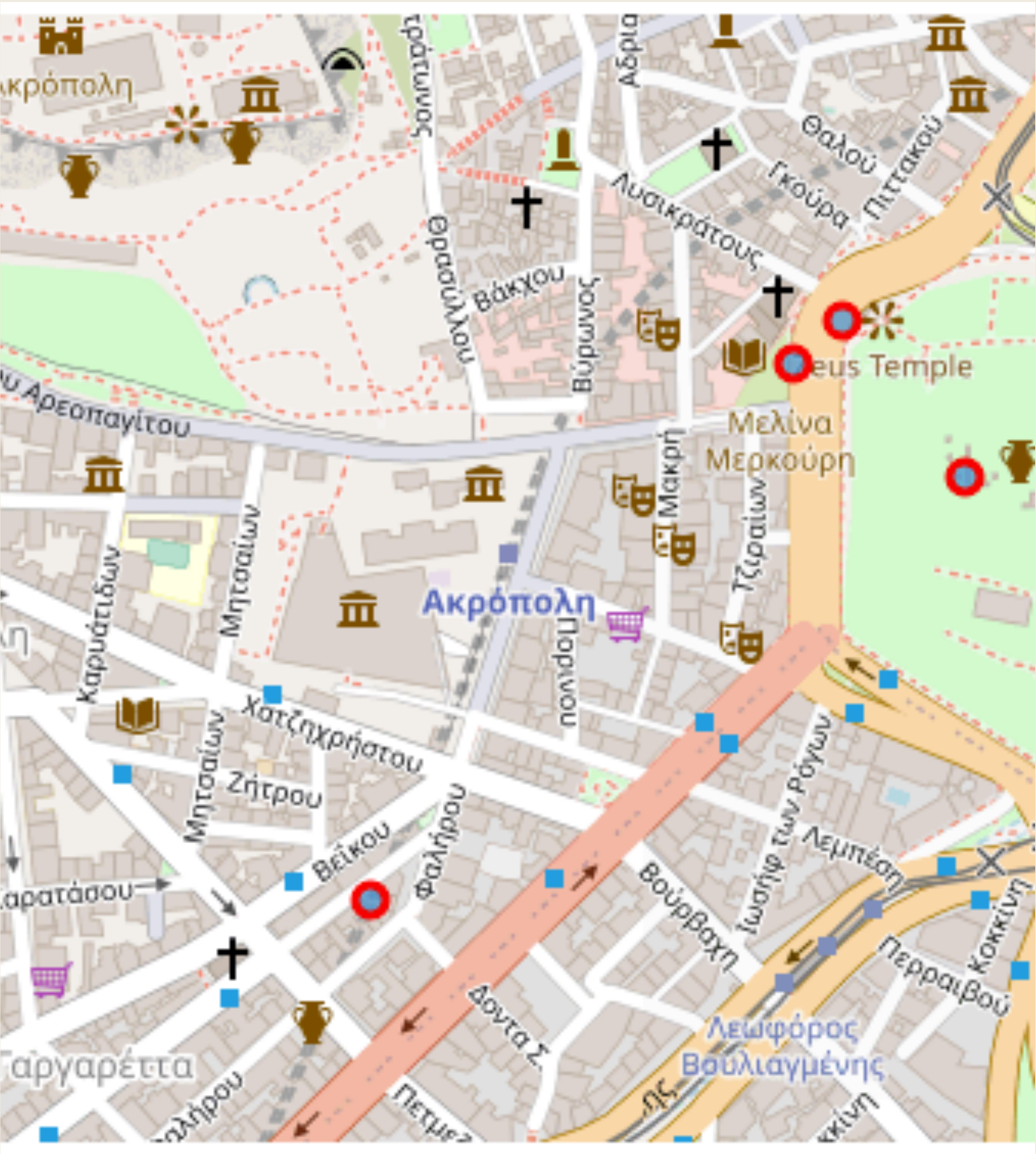


# Museums

- In the area of Makrygianni there are 6 museums

	Museum	Latitude	Longitude
0	Acropolis Museum (Μουσείο Ακρόπολης)	37.968821	23.728256
1	Acropolis Museum Shop	37.968553	23.728198
2	Athens Pinball Museum	37.969429	23.730609
3	Μουσείο Ελληνικής Λαϊκής Τέχνης (Παράρτημα Θέσ...	37.971425	23.729773
4	Ilias Lalaounis Jewelry Museum (Μουσείο Κοσμήμ...	37.969154	23.726667
5	Το Σπιτι Των Παραμυθιών	37.967045	23.731314





# Landmarks

- In the area of Makrygianni there are 4 landmarks

	Museum	Latitude	Longitude
0	Hadrian's Arch (Πύλη του Αδριανού)	37.970152	23.731856
1	Temple of Olympian Zeus (Ναός Ολυμπίου Διός)	37.969297	23.732722
2	Melina Mercouri Statue (Μνημείο Μελίνας Μερκούρη)	37.969907	23.731526
3	Διεύθυνση Αναστήλωσης Βυζαντινών και Μεταβυζαν...	37.966947	23.728561



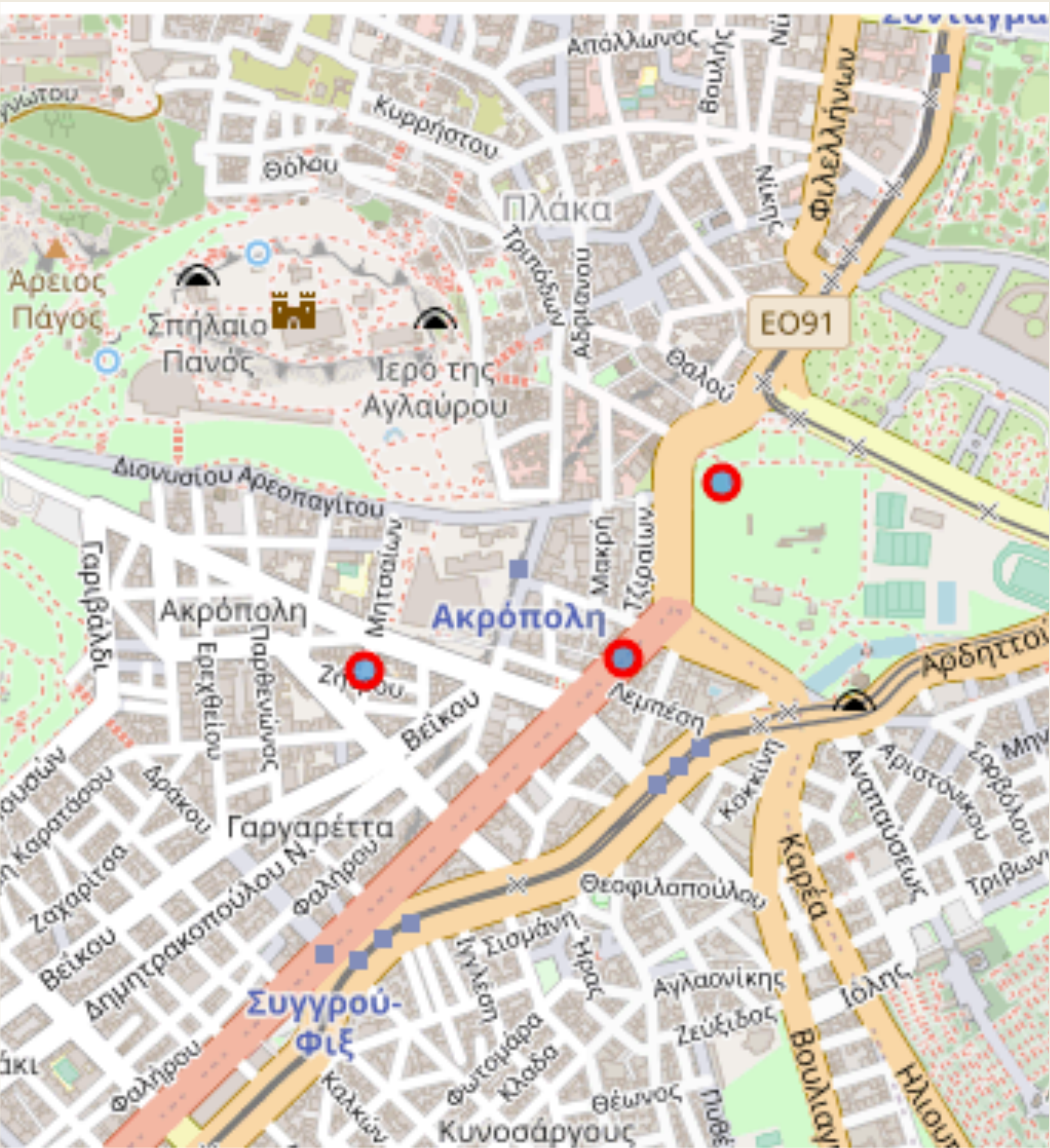
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# Public Transportation

Bus stops and metro stations are points of access of visitors in the area

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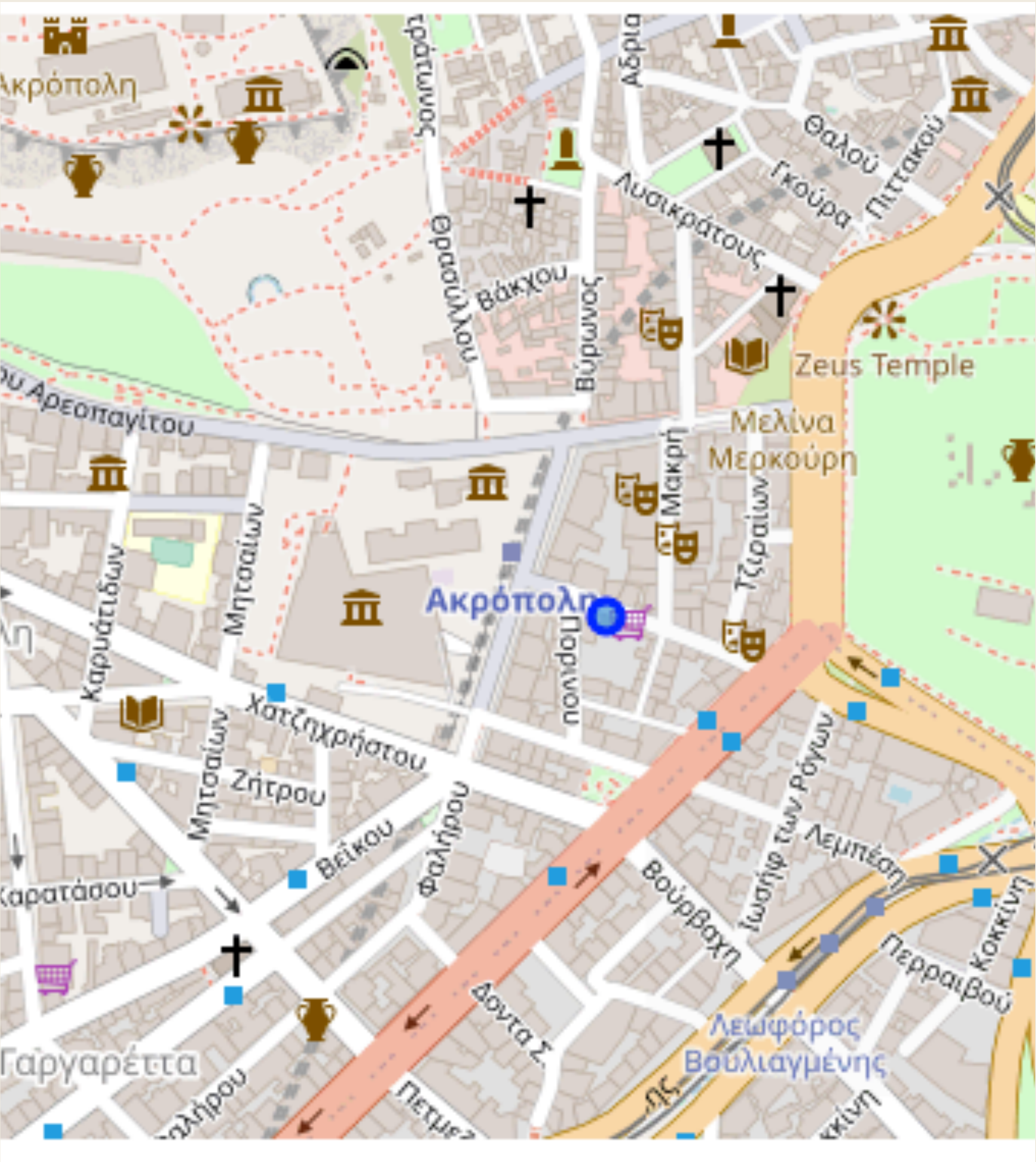


# Bus stops

- In the center of Makrygianni area there are 3 bus stops

	Bus stop	Latitude	Longitude
0	Makrygianni Bus Station (Στάση Μακρυγιάννη)	37.967879	23.731003
1	Στάση Δαμαγήτου	37.969813	23.732338
2	Στάση Μουσείο Ακρόπολης (230)	37.967758	23.727370





# Metro station

- In the center of Makrygianni area there is a metro (subway) station

	Metro station	Latitude	Longitude
0	Akropoli Metro Station (Σταθμός Μετρό Ακρόπολη)	37.968516	23.730195



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# Summary

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“Exploring the Makrygianni area revealed the high potential for the new bakery shop based on the facts of low competition (only one bakery in the area) and the high traffic of visitors because of the Museums and Landmarks in the area”

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MAP LEGEND: **BLUE** = METRO STATION

GREEN = BUS STOPS

RED = MUSEUMS

BLACK = TAKIS BAKERY

ORANGE = LANDMARKS

