Best Neighborhoods to open your Pet Store in Florianópolis

Why the location is important for you pet store ?

With a bad location your pet store:

- Probably won't have demand

- Probably will be unknown

- It will probably be knocked down by competitors

- It will probably fade away in a year

Data acquisition

- Location Data :

  Will be mainly used to collect pet and park venues location data using Foursquare database.
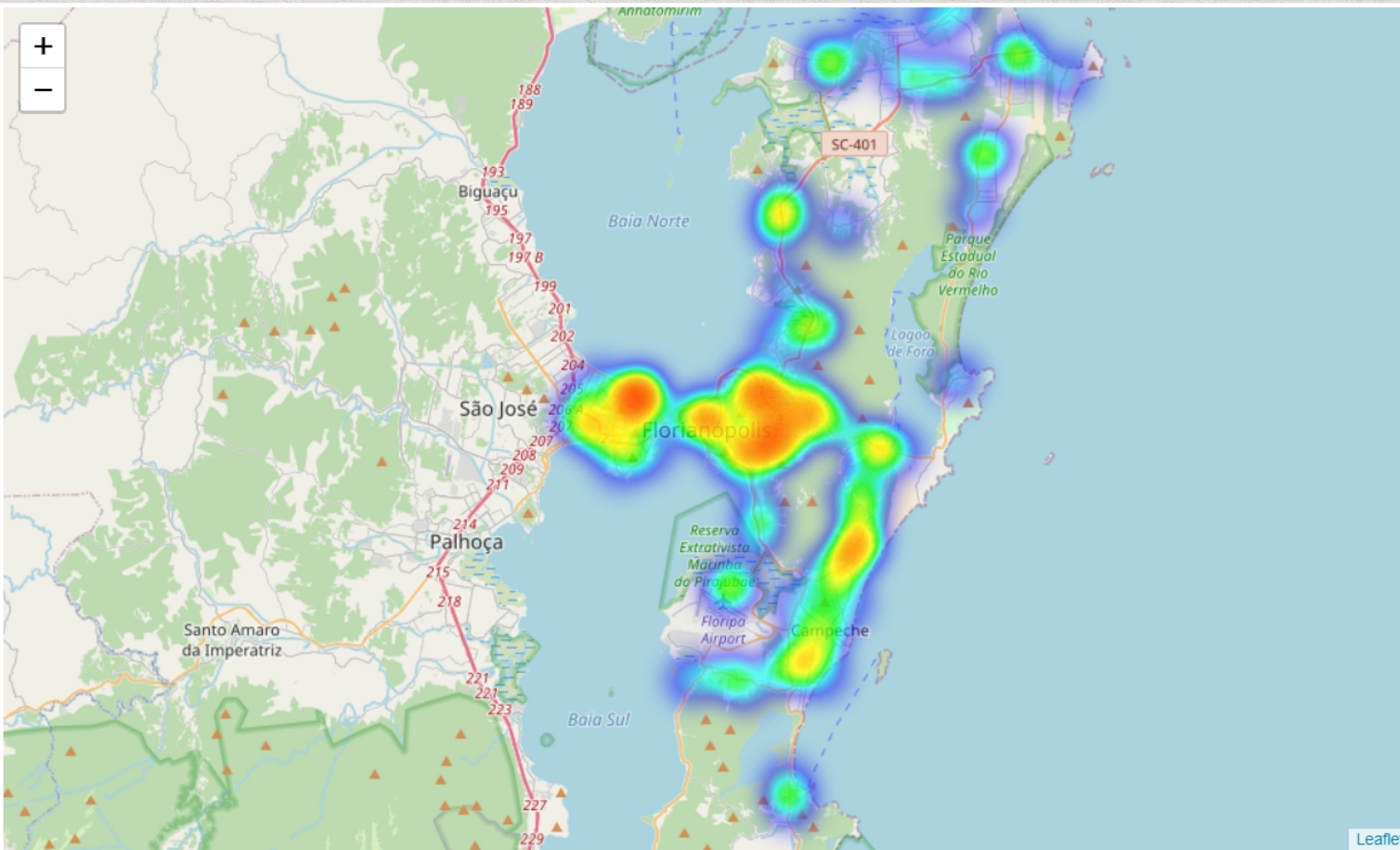
- Population Data :

  Will be used to collect Florianópolis neighborhoods *population*.
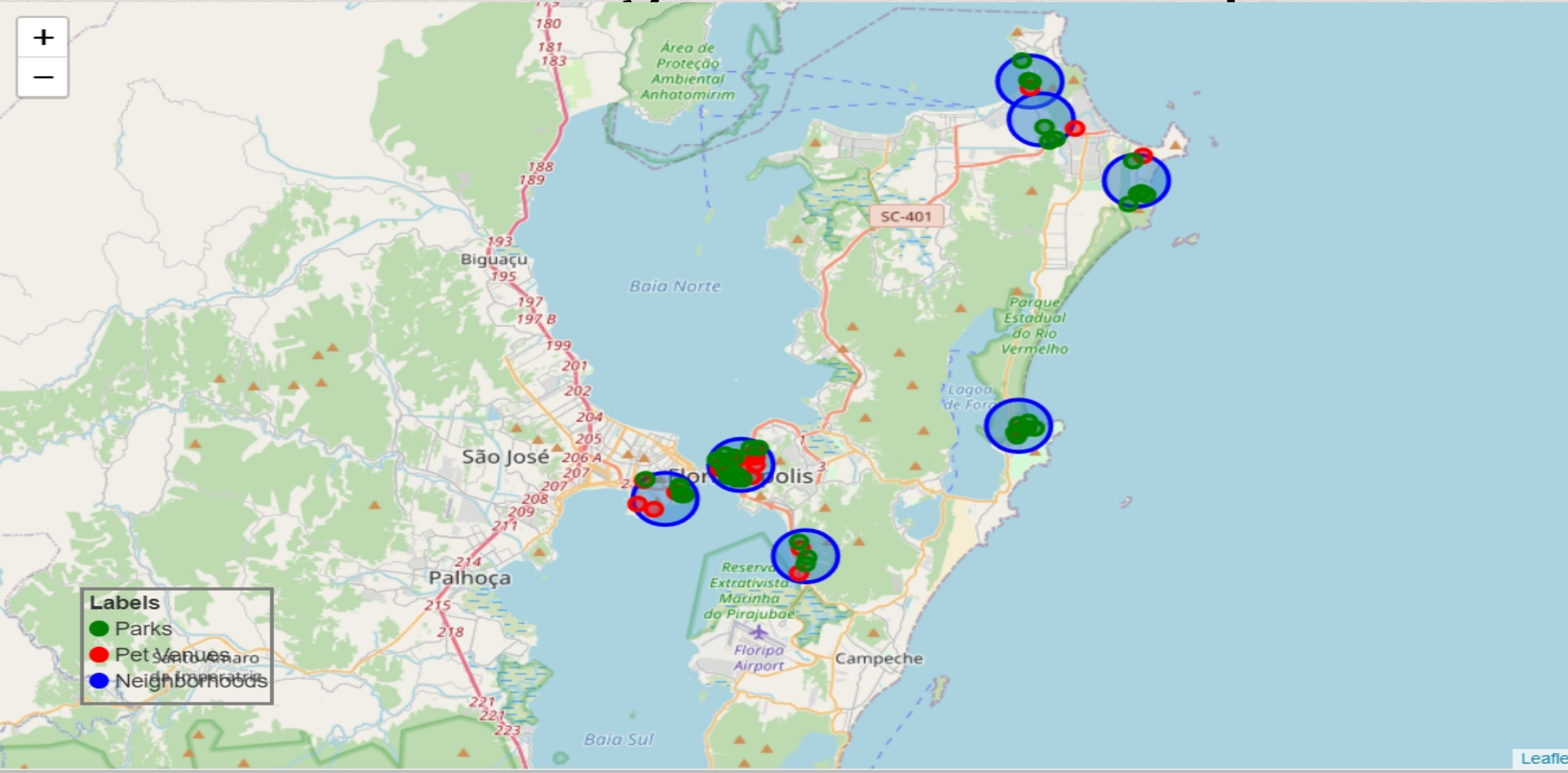
- Neighborhoods Data :

  Will be used to collect the neighborhoods names and *location*.

Heat Map of Florianópolis Pet Venues

There were 262 pet venues scattered through 59 neighborhoods.

Final Neighborhoods Map

Labels
- 🟢 Parks
- 🔴 Pet Venues
- 🔵 Neighborhoods

Results

*In this project we analyzed 59 out of the 85 neighborhoods of Florianópolis. After gathering all the data we clustered the neighborhood and selected the most appropriate among our criteria, **(population by pet venues and number of parks)** the selected ones were: Barra Da Lagoa,*

Cachoeira do Bom Jesus leste, Centro, Coqueiros, Costeira do Pirajubaé,

Pontas das Canas and Santinho.

Barra da Lagoa

Cachoeira
Do Bom Jesus Leste

Coqueiros

Ponta das Canas

Foto: Maju Duarte