Denner in Zurich
Data Challenge

Because Migros doesn't sell alcohol

The Team

Pedro

Web scraping master

Thomas

Maps plotting master

Alexandra

Git master

Denner challenge | Pitch deck

Our Mission

- Making the stores with less-expensive products and that sell drinks widely available to the Zurich's population

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Business Value

- Zurich is a densely populated area - both population and stores wise

- Strategically placing a new Denner store in Zurich, ensuring

  - revenue growth

  - customer satisfaction

  - mitigating risks
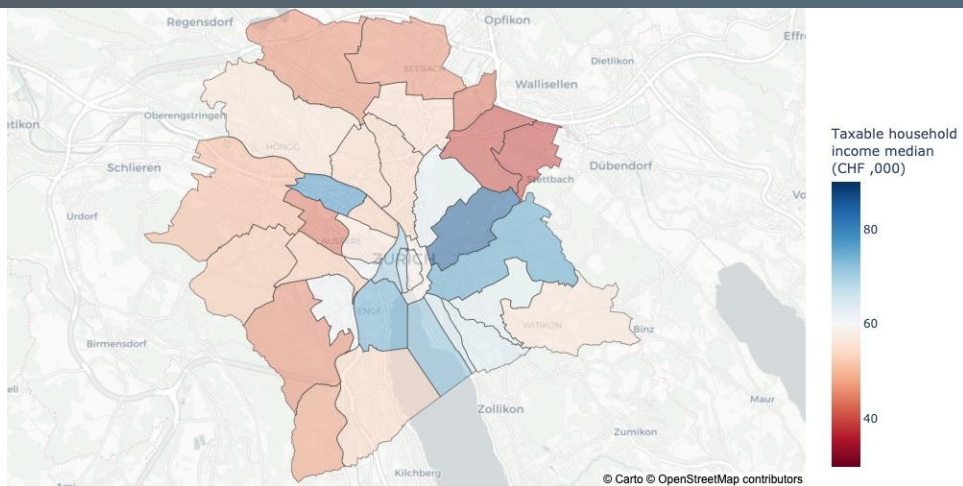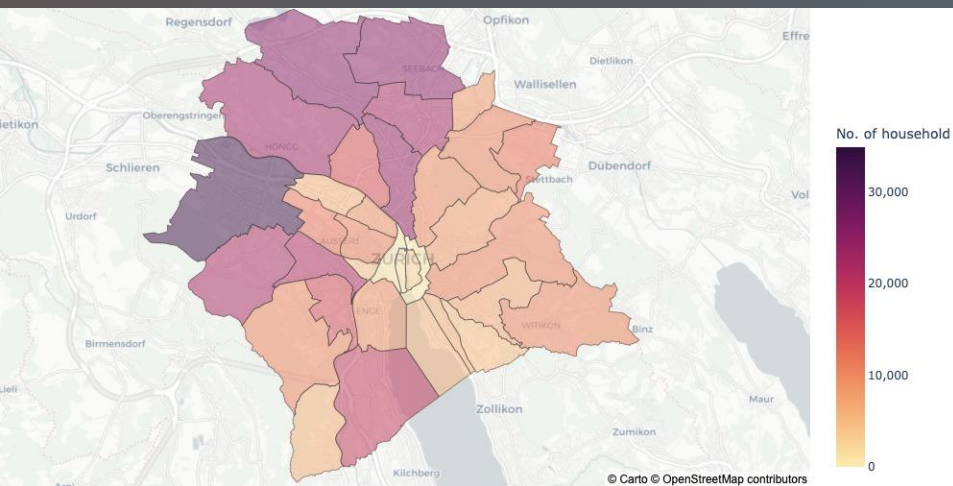
Methodology
Data Analysis Overview

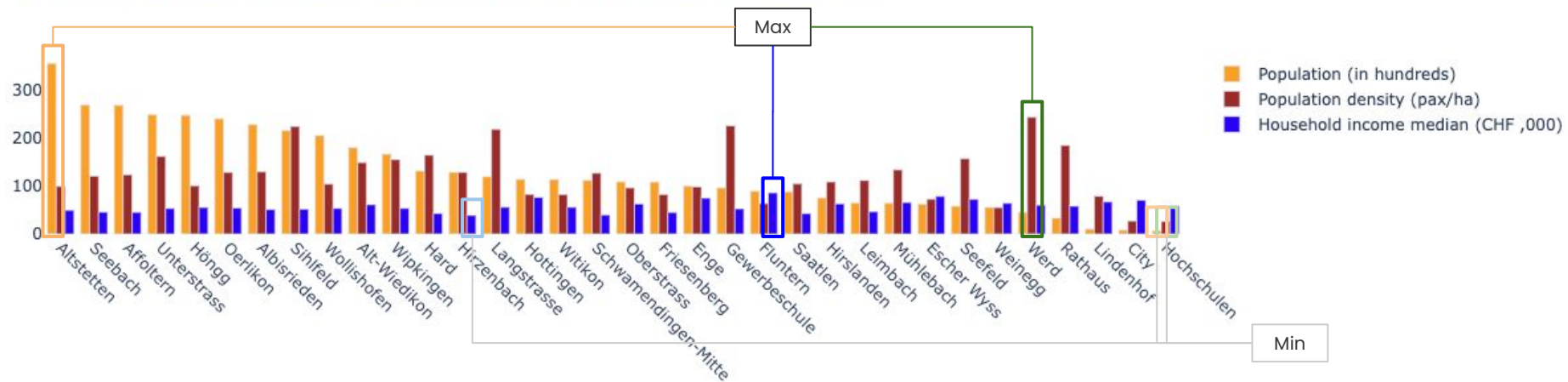- Population income + Store density + Population density

How

- Denner stores scraping (denner.ch)

- Competitors stores scraping (coop.ch, profital.ch)

- Coordinates of stores using Google Maps API + mapping with Zurich's quartiers

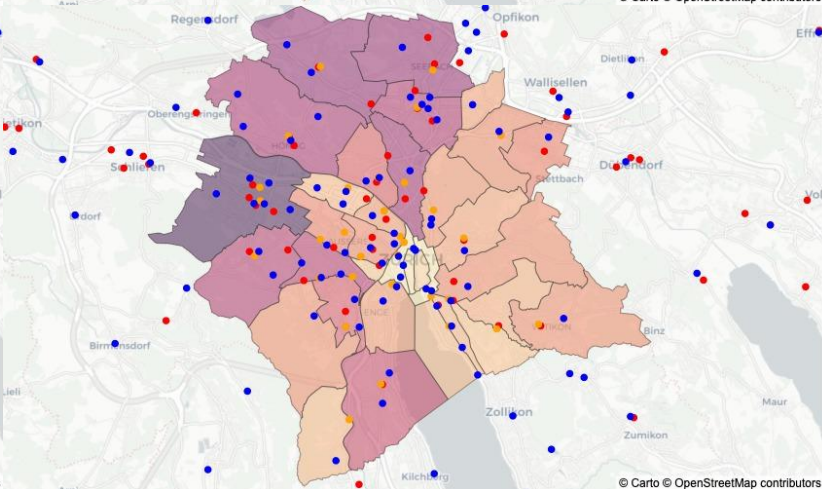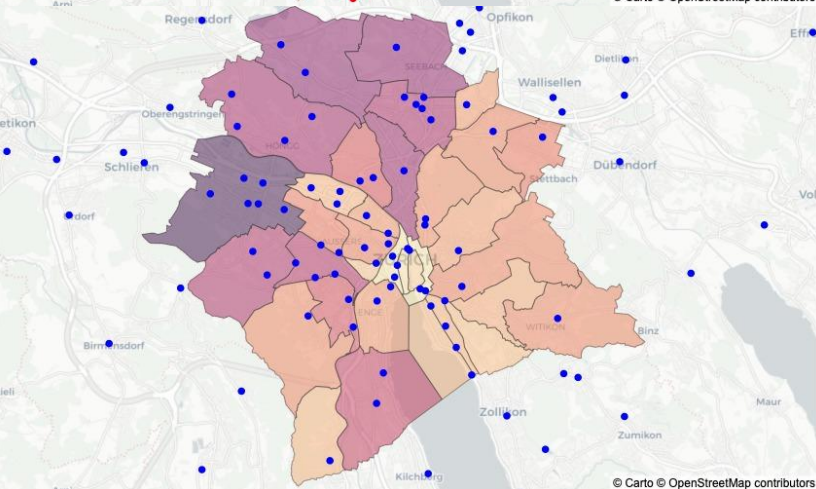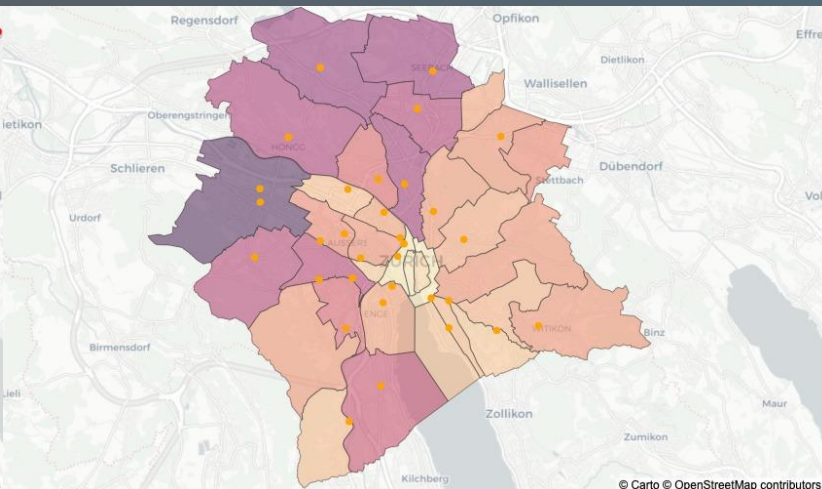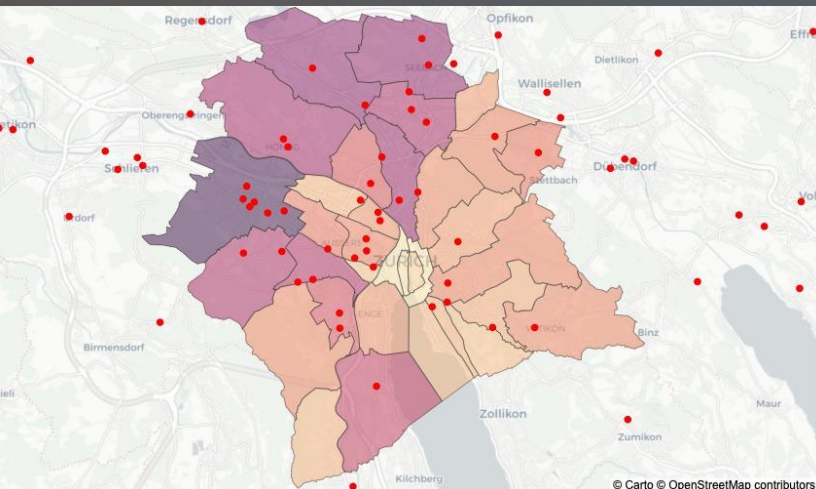- Population income and density (opendata.swiss)

Population characteristics

- The Zurich City is divided into 34 region quarters

- For each quarter, we gathered data from the City's Open Data API:

  - Population/household size

  - Population density

  - Household income median

- We then combine the demographic data with supermarket chain stores distribution to come up with our optimised suggestions for **DENNER**
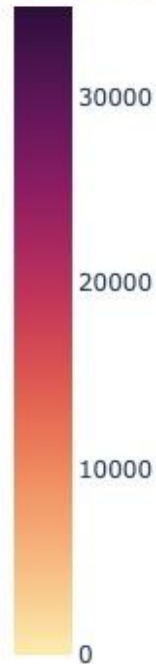
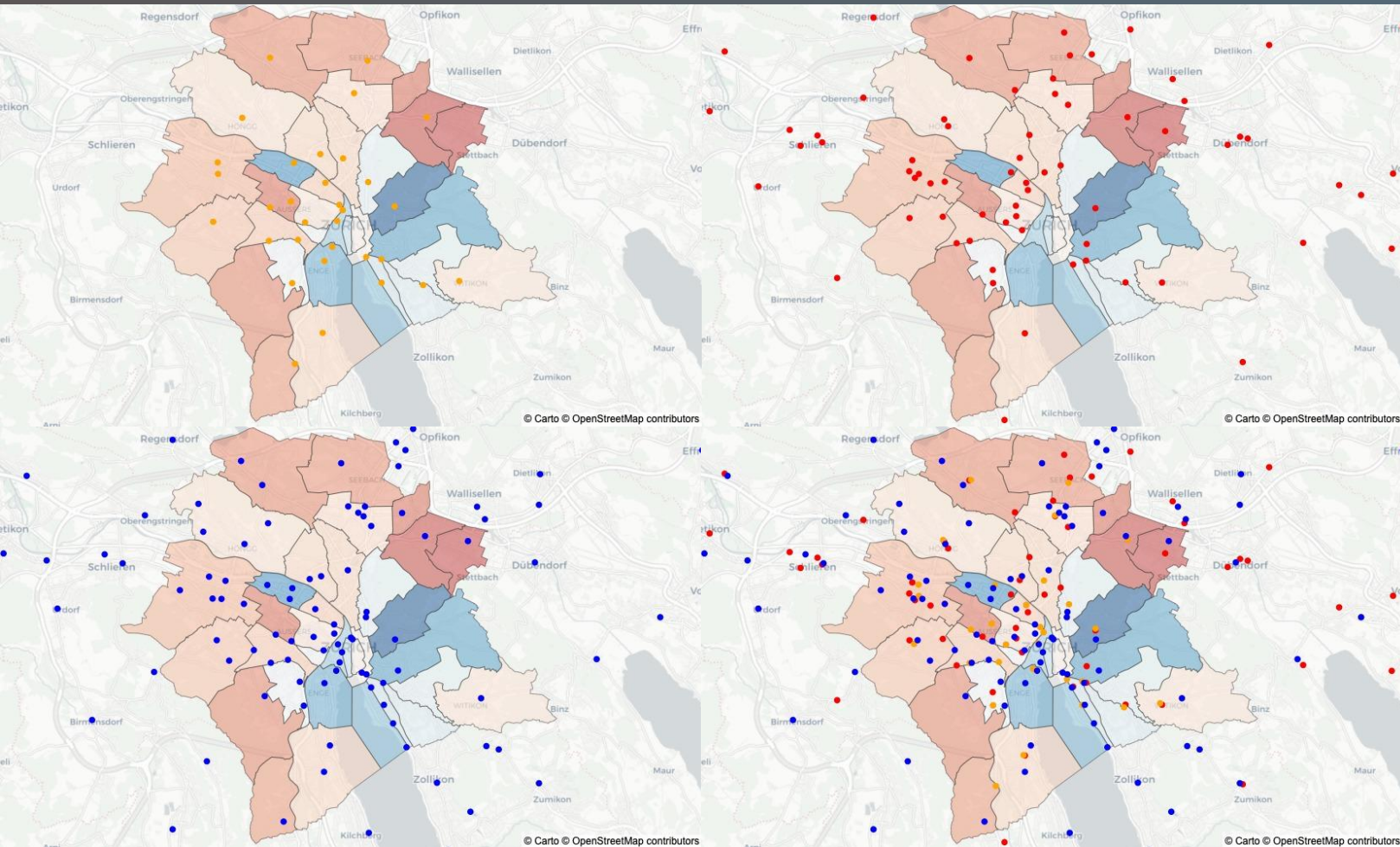# Demographic/Economic landscape per Zurich Districts

Legend:
- Denner (red)
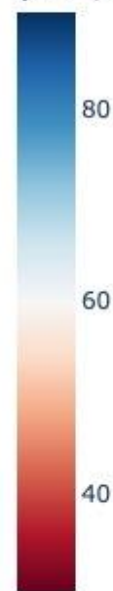- Migros (orange)
- Coop (blue)

No. of household
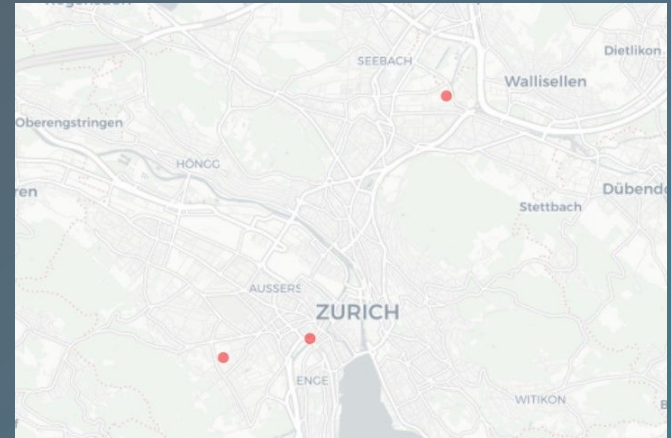
30000

20000

10000

0

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Taxable household income median (CHF ,000)

Recommendation

Quarter	Density	HH median income	Total # stores	Location ranking
Saatlen	105,10	42,60	1	**1**
Friesenberg	82,60	44,90	1	**2**
Werd	244,30	60,50	2	**3**

Next steps

Q & A