

WHO WANTS TO OPEN LOKMA SHOP?

1.INTRODUCTION :

In 2019 Lokma dessert shops became so popular because of one video on youtube in Turkey. Video is about two entrepreneurs who brainstormed and came up with a lokma shop idea. These guys were very popular back in days. The video became first on youtube trends in Turkey after they released the video.



(Image 1.1, Lokma Dessert)

Lokma shops started to appear all around in Istanbul. Lokma is very similar dessert to profiterole. I am not a master of desserts but I guess the only difference between lokma and profiterole is how they fry the dough and what they are putting on dough.

I have limited query right so i will just compare two places for our shop. One of them is Taksim square and the other one is Beşiktaş square. These squares are two popular squares in Istanbul.

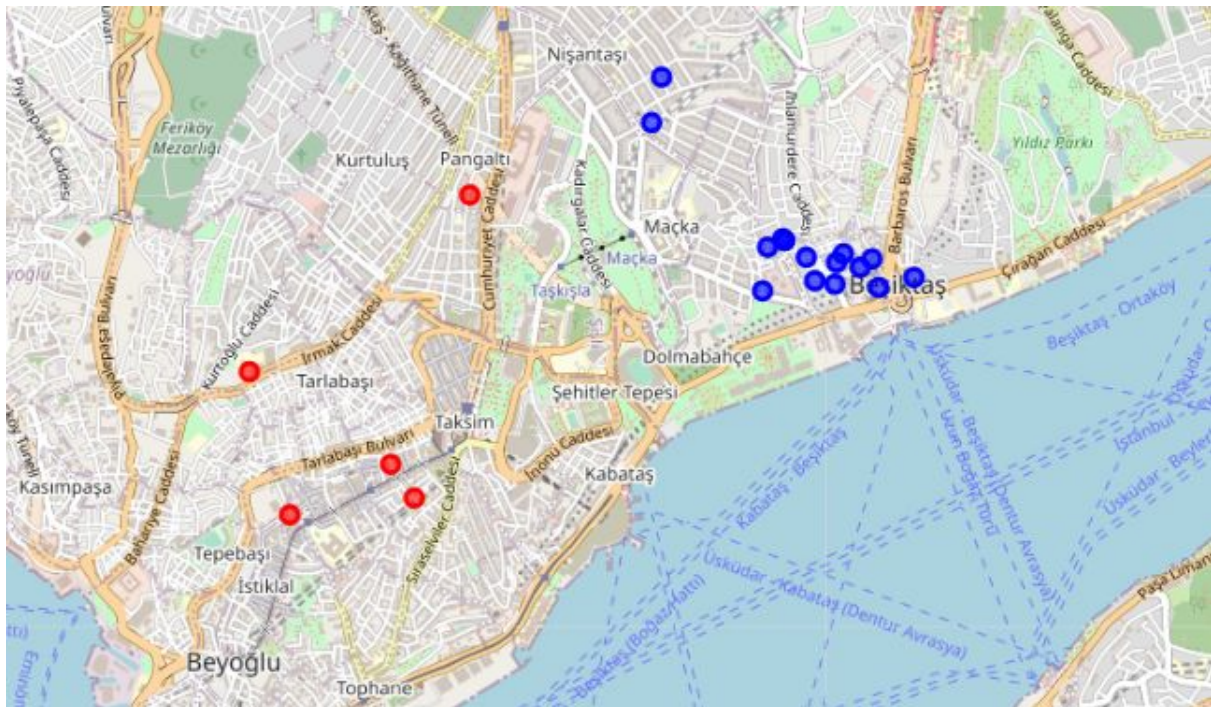
New entrepreneurs who want to open another lokma shop may be interested in my project.

2.DATA :

For this project foursquare api is enough to know places. No external data needed. All we need is lokma shop places in certain areas.

What if we want to open our lokma shop? Which borough will be better to choose for our shop?

3. RESULTS :



As we can see above Taksim is more appropriate for a new lokma shop. Its actually a little weird because these numbers are too low. Probably foursquare api hasn't got all the shops. Shops in beşiktaş square are more realistic because it looks like almost every corner has a lokma shop.

```
print(f'Total Lokma dessert shops number in Taksim square {dataframe_filteredkad.shape[0]}, Total Lokma dessert shops number in Beşiktaş square {dataframe_filteredbes.shape[0]}')
```

Total Lokma dessert shops number in Taksim square 5, Total Lokma dessert shops number in Beşiktaş square 16

4.DISCUSSION :

Beşiktaş square has 3 times more lokma shops. Because of that taksim square is more appropriate for new lokma shop but we already have too many lokma shops in istanbul. I recommend you to don't open lokma shop. Most of the lokma shops have bankrupted in 3 months. But if you visit Turkey i recommend you to try lokma.

5.CONCLUSION :

Don't open a Lokma shop. There are already too many lokma shops all over Istanbul. But you may try to open lokma shop in Europe.

1. Visit Turkey
2. Eat Lokma
3. Take recipe
4. Open lokma shop somewhere else like europe, usa, asia etc.
5. Make tons of money.

Thanks for reading this far. Have a nice day :)

