

Food Tourism In Turkey: Pizza

Coursera Project for IBM Data Science Capstone / The Battle of Neighborhoods

Introduction / Business Problem

- " For food tourism, when someone visits Turkey, which city and location is the most convenient to stay in order to have the most options for Pizza taste so that they can score "

Data Criteria and Selection

- ▶ In our case, two main data selection criterias has been implemented:
 - ▶ Top 5 cities by population has been selected and these are: " Istanbul, Ankara, Izmir, Bursa and Adana (Reference: https://en.wikipedia.org/wiki/List_of_largest_cities_and_towns_in_Turkey)

Rank ↕	City or Town ↕	1990 Census ↕	2000 Census ↕	2007 Estimate ↕	2008 Estimate ↕	2015 Estimate ↕	Province (İl) ↕
1	Istanbul	6,629,431	8,803,468	10,861,463	10,878,360	14,025,646	Istanbul
2	Ankara	2,583,963	3,203,362	3,842,737	3,894,182	4,587,558	Ankara
3	İzmir	1,758,780	2,232,265	2,644,531	2,672,126	2,847,691	İzmir
4	Bursa	834,576	1,194,687	1,537,040	1,589,530	1,854,285	Bursa
5	Adana	916,150	1,130,710	1,506,272	1,517,787	1,563,545	Adana

- ▶ Pizza shops in these 5 major cities (Istanbul, Ankara, Izmir, Bursa and Adana) through Foursquare API collection.

Methodology

- ▶ In order to figure out the convenience of this pizza options, the denseness of pizza shops in these 5 cities has been called by Foursquare API through venue criteria
- ▶ The second stage of methodology which is calculating the distance of each shop from the center of the city, has been implemented.

Findings

- The total number of Pizza Shops among Istanbul, Ankara, Izmir, Bursa and Adana is as below:

Total number of pizza places in Istanbul = 286

Total number of pizza places in Izmir = 185

Total number of pizza places in Bursa = 100

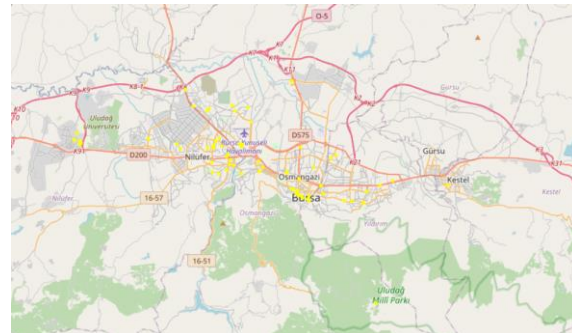
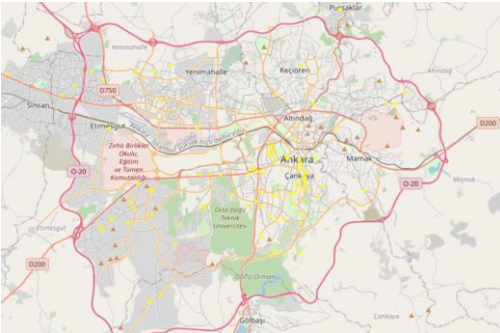
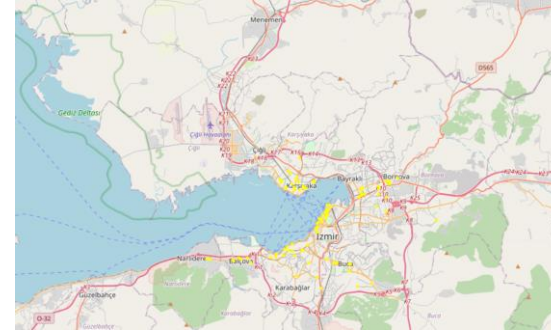
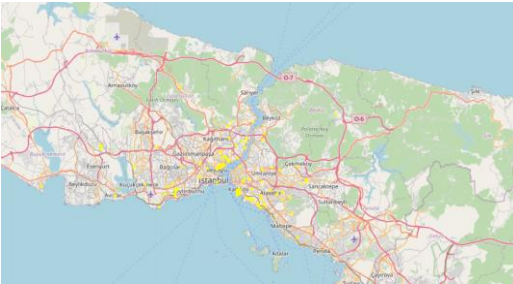
Total number of pizza places in Ankara = 201

Total number of pizza places in Adana = 114

In terms of total number findings, we can claim that *Istanbul has the most pizza shops* and Ankara is the second according the Foursquare data.

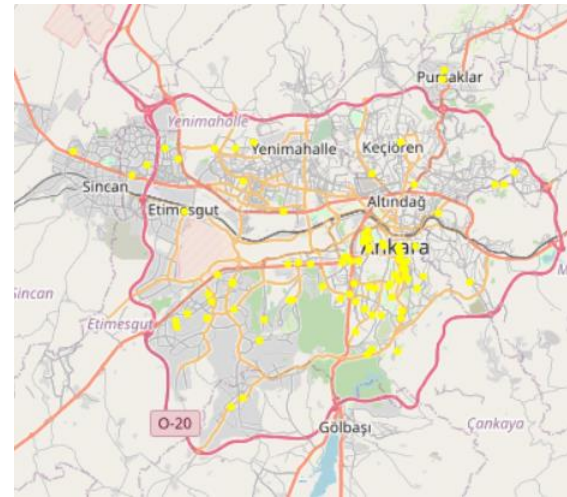
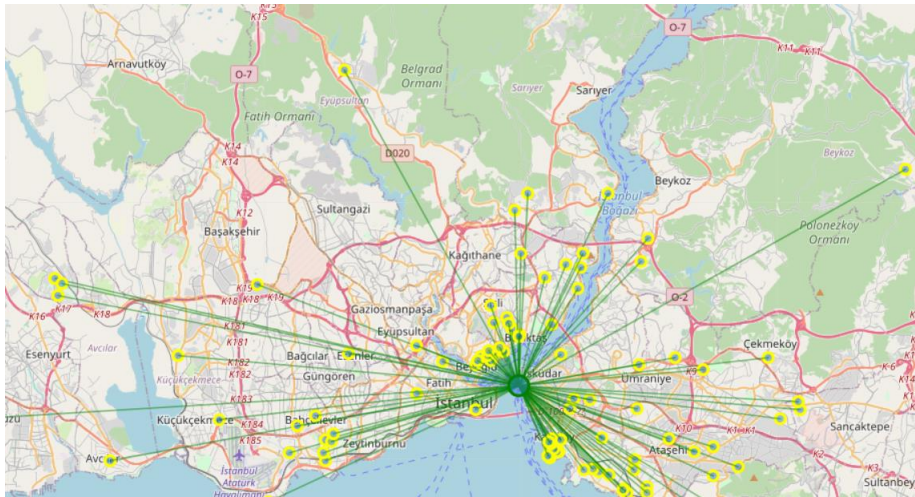
Findings Cont'd

- In terms of density, map for each city can be found as below



Findings Cont'd

- By number of density, Istanbul is the closest and Ankara is the second
- Istanbul Mean Distance from Mean coordinates 0.10142304550851947
- Ankara Mean Distance from Mean coordinates 0.12127488136768923



Conclusion

- ▶ With selected data, methodology and in the light of the findings it can be resulted that when a food tourist decide to visit Turkey and give a score based on Pizza, Istanbul is the place to go by each criterias which are " By volume" and "By density convenience“
- ▶ Further more, the answer of the question where to stay in Istanbul to reach these venues is *Beyoglu-Besiktas* region which is very close to city centre and can be seen in the map below

