

Company “A” new subsidiary

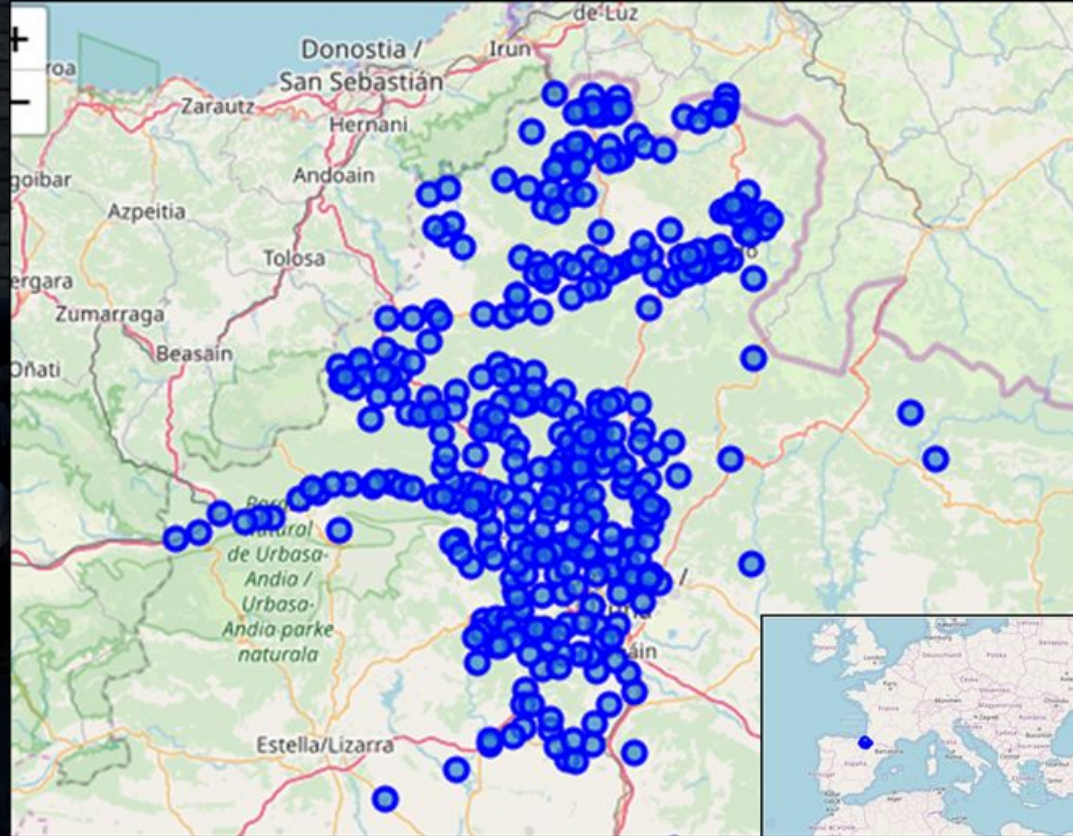
A CPC analysis based on venues categories

What is the problem?

The new subsidiary of Company "A" must be built in the best location according to customer preferences and a specific group of facilities near this place

Where is the area under study?

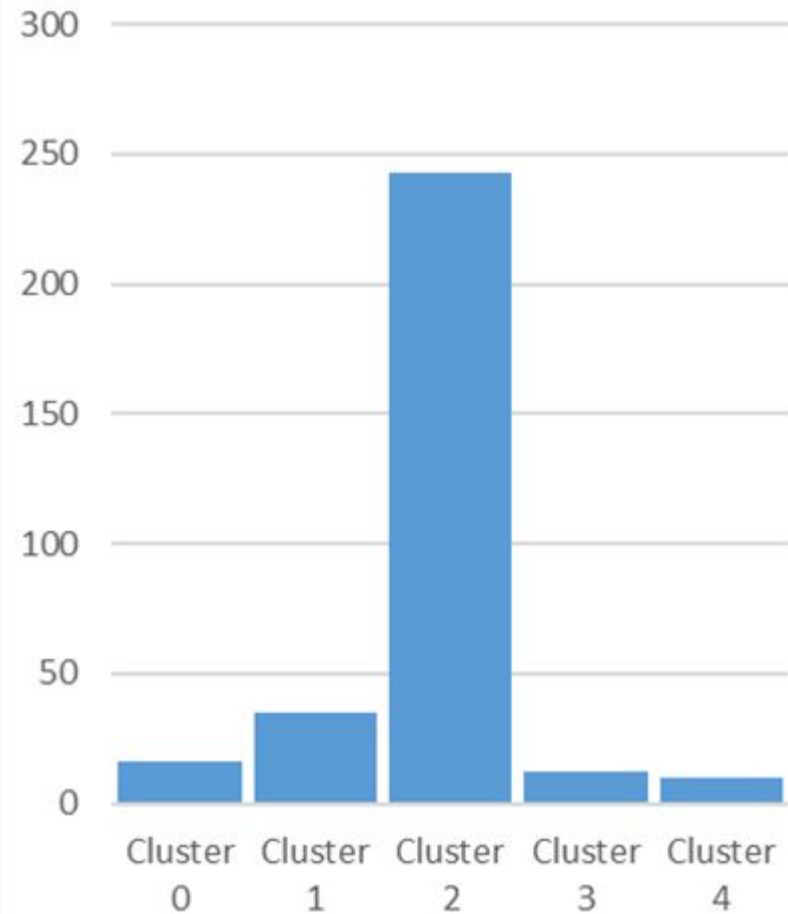
- North of Navarra, Spain.
- 316 Places of interest (includes, Cities, Town, Villages)



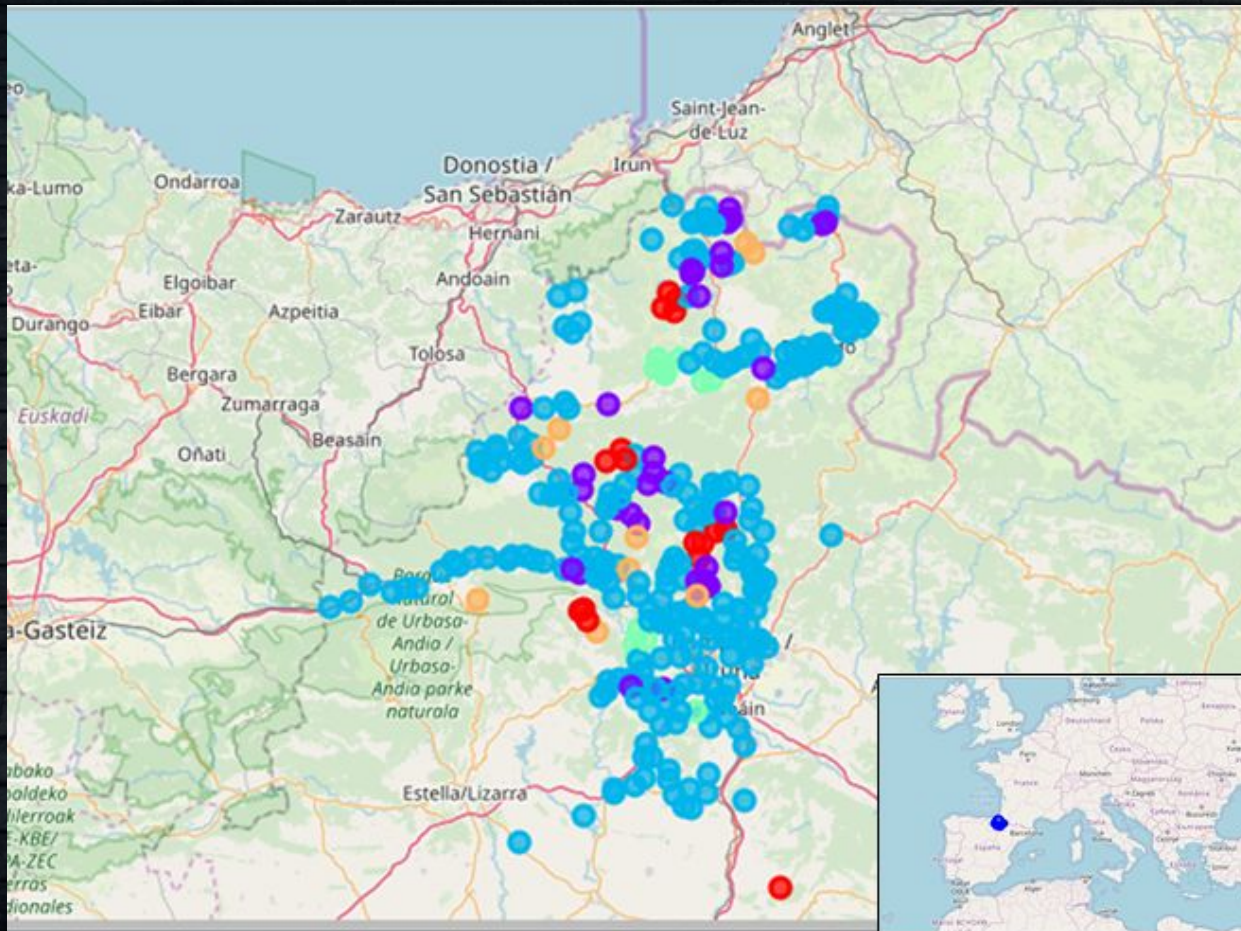
Data available and resources

- 1) Demographic Information: we scrap or extract data from wikipedia ('https://es.wikipedia.org/wiki/Merindad_de_Pamplona).
 - **316 Unique Places**
 - 2) Data frame with venues customer preferences.
 - **154 Unique categories**
 - 3) Maps of North of Navarra. We use Folium libraries.
 - 4) Venues close of the points of Interest. we extract data from Foursquare.
 - **>3600 Venues (2Km radius)**
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Clustering (K=5)

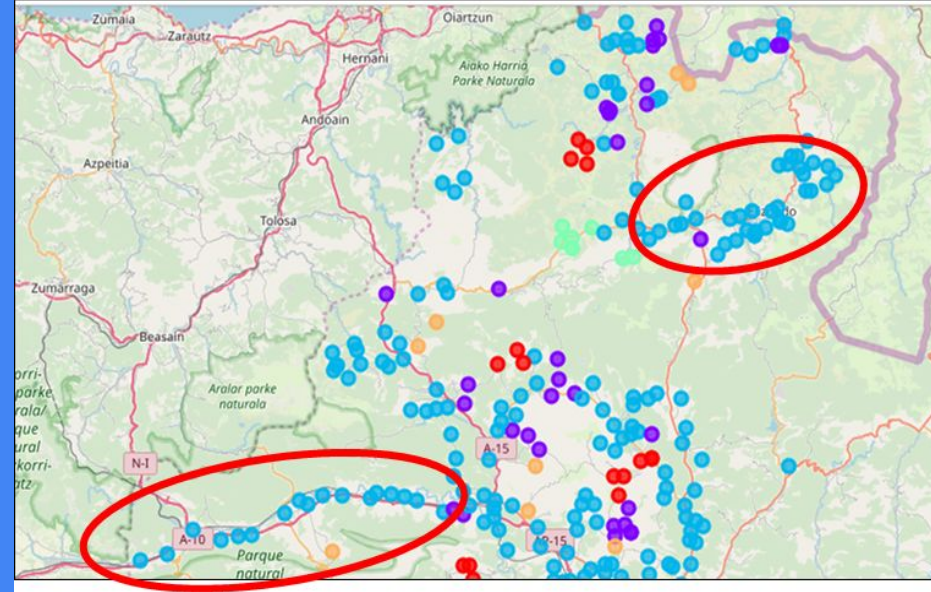


Result of Clustering



Understanding the results:

- The cluster distribution shows a homogeneous distribution of venues categories in all the region.
- Is not easy to find a specific place to open the new subsidiary. So many places have more or less the same venues categories and facilities.
- We can identify two areas (red marks) where lots of blue points are concentrated.



**Dismiss Pamplona city because
of high competition in the
business**

Conclusion & Recommendations

- We suggest expanding the study with economic profitability data, focusing just on these two regions.
- Region (1) = Close to “Elizondo” town.
- Region (2)= And some point in the A10 road between Pamplona city and Vitoria City.

