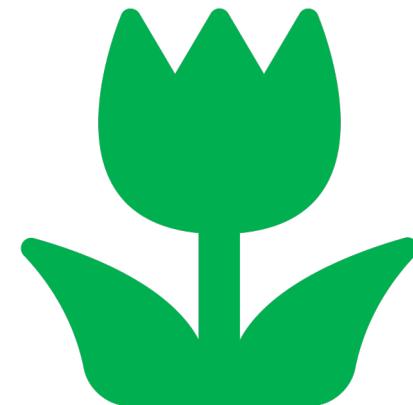

FINDING THE BEST POSSIBLE LOCATION FOR A NEW FLOWER SHOP



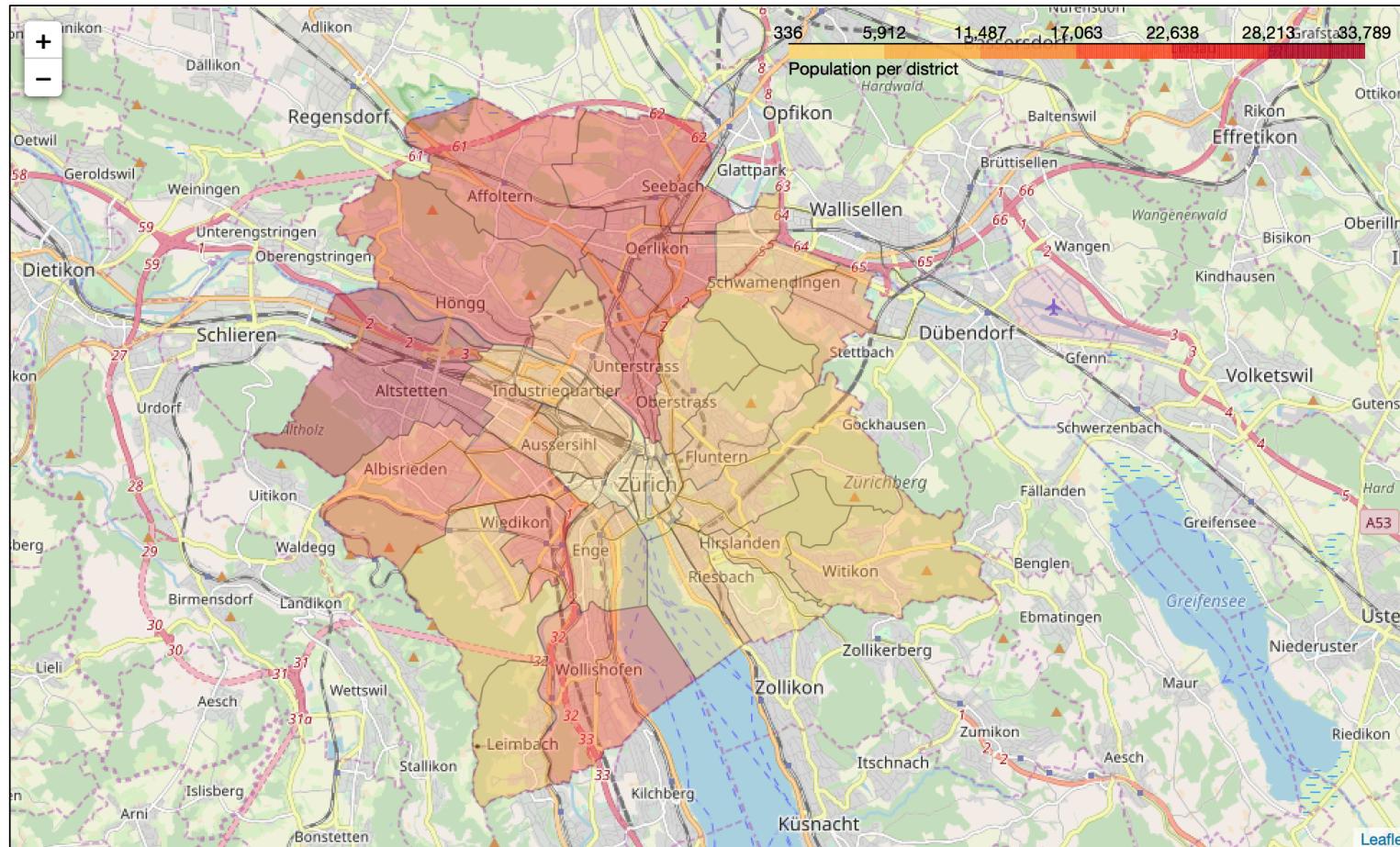
Problem and background

- The problem I want to solve is to find the best possible location(s) to start a new flower shop in the city of Zurich, Switzerland
- Location is a key success factor for both pillars of such a business, which are:
 - Selling flowers to customers visiting the shop
 - Delivering flowers, ordered either by internet or over phone
- Finding the best location is thus very important for the future business owner
- Also, it is important to be able to explain and demonstrate why a specific location is suitable, to convince potential investors and banks of the viability of the future business

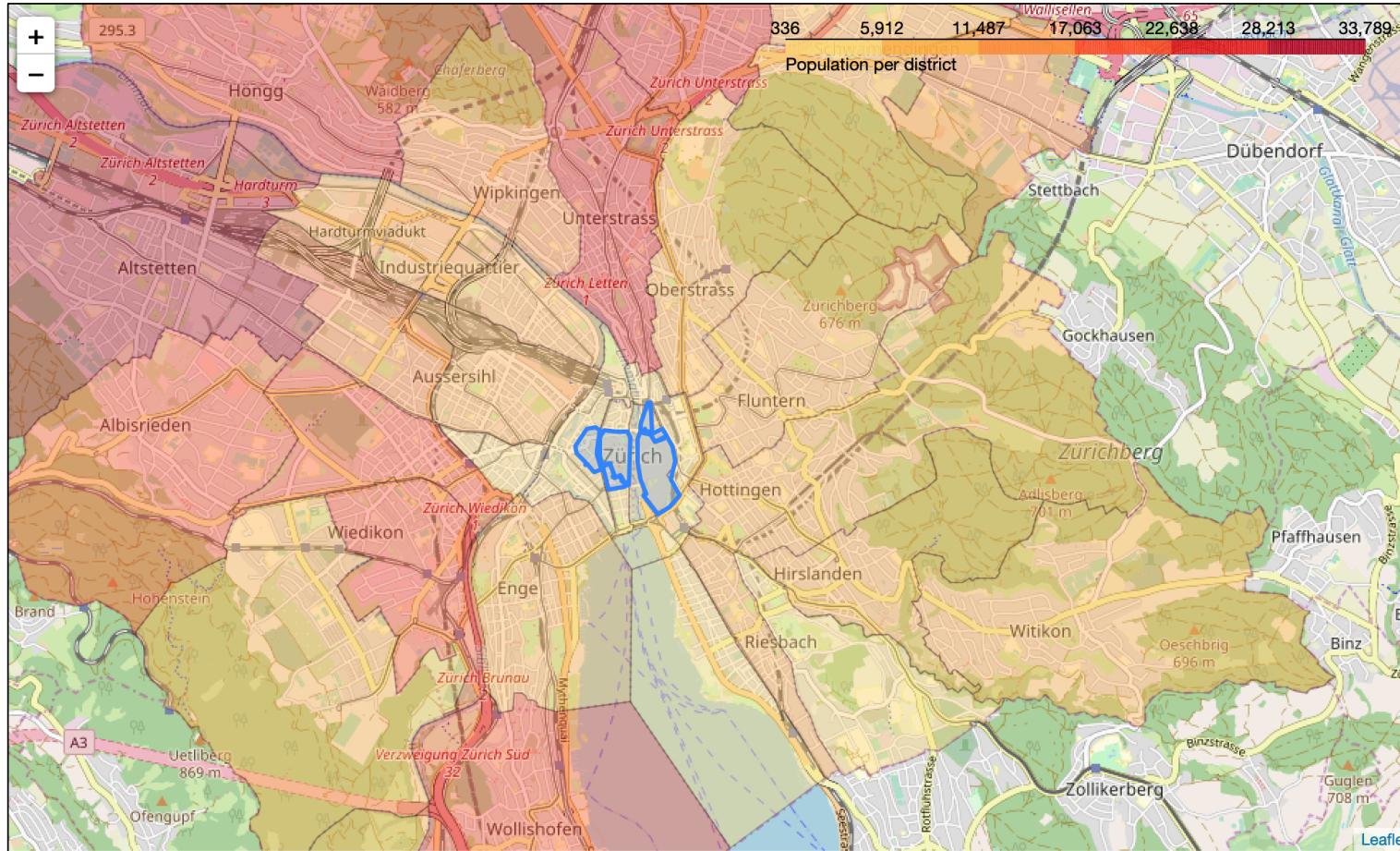
Requirements for the shop's location

- The ideal location should have the following characteristics:
 - a) In a densely populated district of the city (we assume here that purchasing power and propensity to buy flowers is similar in each district, so that only the population density matters).
 - b) Near high-traffic public transportation hubs. Zurich mostly relies on a tram system, so that means the shop should be located near the tram stops with the highest number of daily passengers.
 - c) In a quite central area of the city, so that most of the city is quickly reachable for deliveries. A location at the periphery would severely restrict the delivery business' potential.
 - d) At least 1'000 meters away from the next flower shop. Being closer from established competition would make it difficult to establish a new business. On the other hand, finding a 'white space' away from any competitor may help a lot.
 - e) Ideally - but only if all other criteria are met - the shop should be in a pedestrian area, as (i) passerby are more relaxed and more inclined to shop flowers in pedestrian areas and (ii) this brings nicer working conditions for the shop's employees.

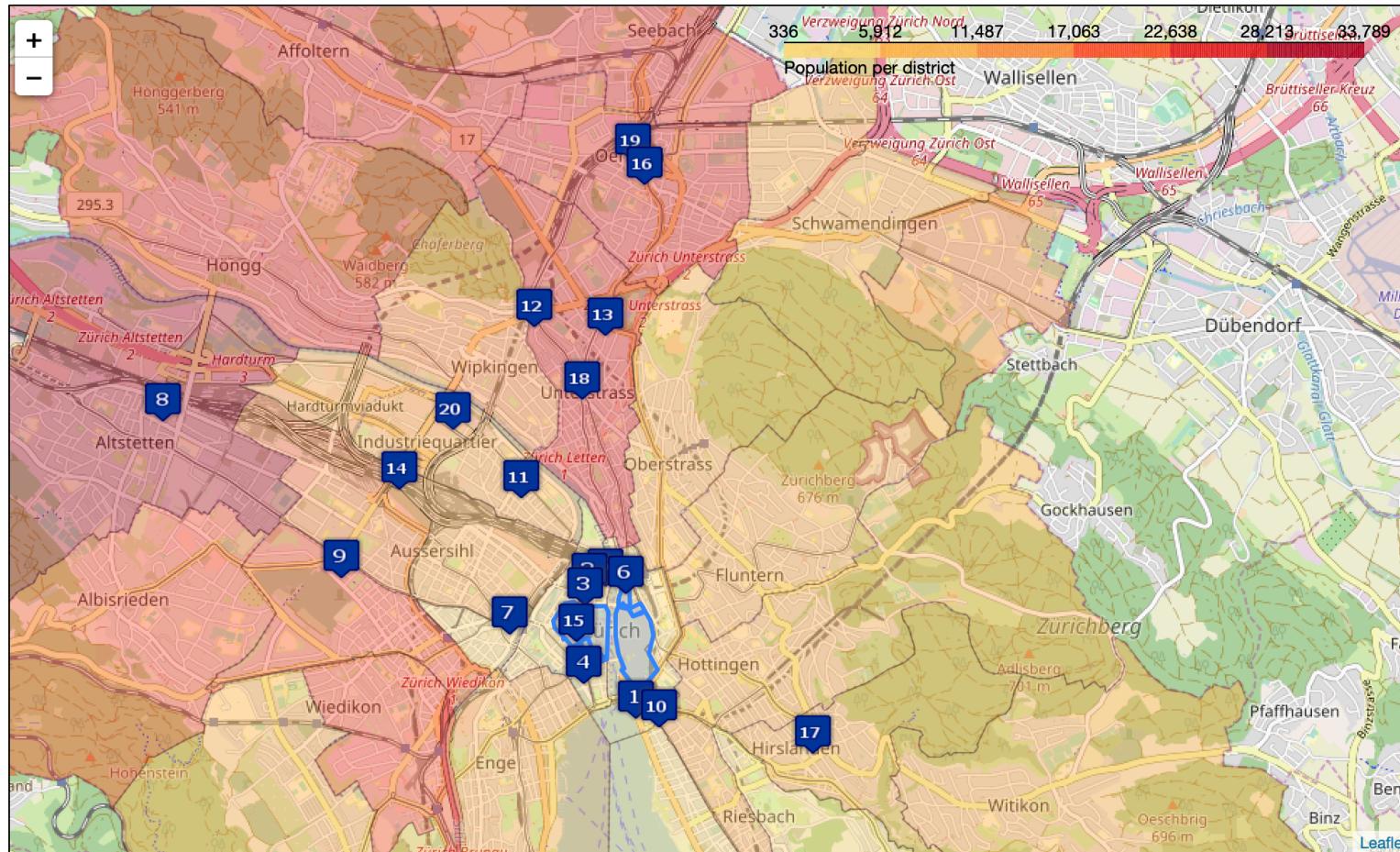
The densely populated districts are mostly close to the city periphery, while the historic center is less residential



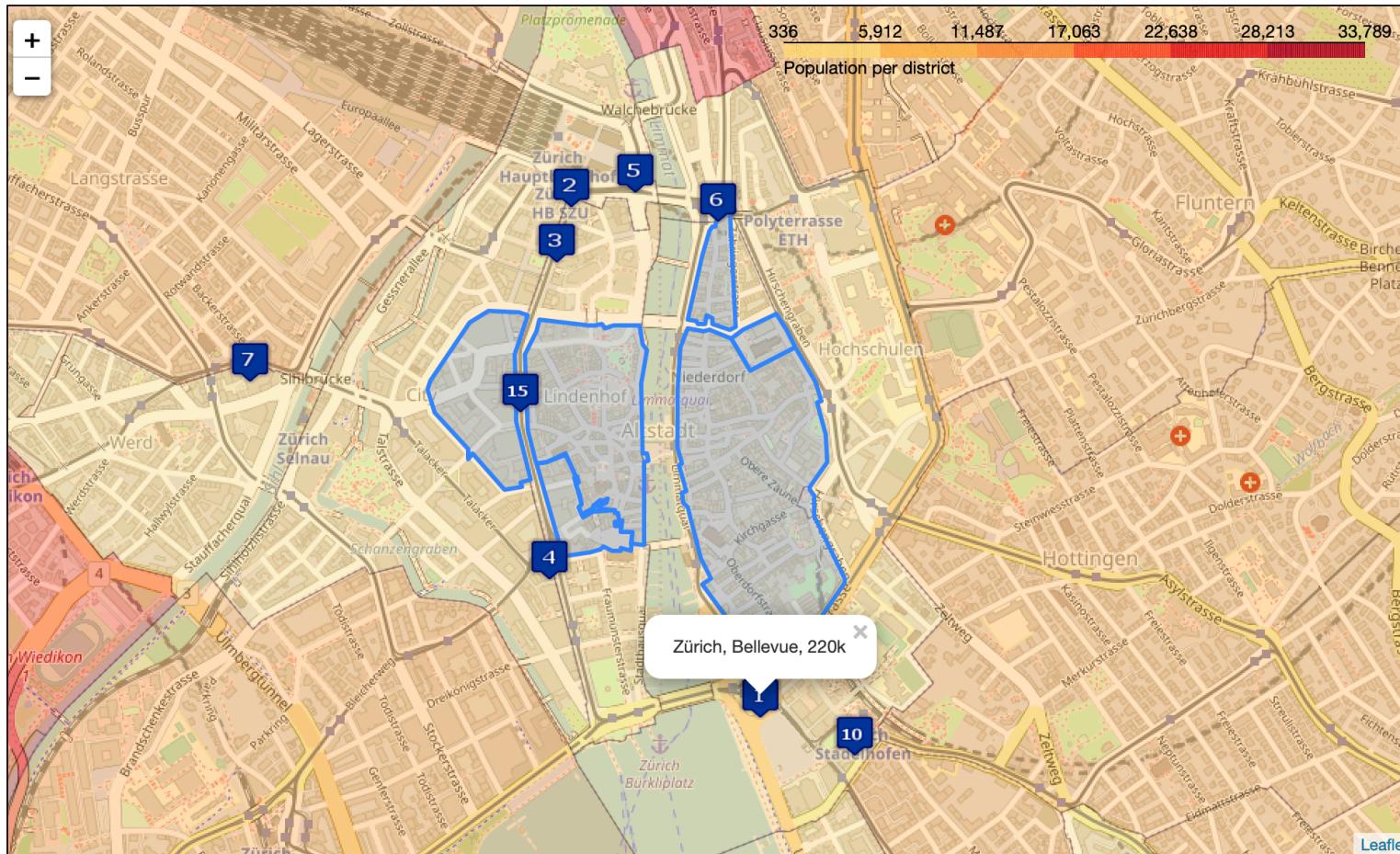
The pedestrians areas are quite small, and concentrated in the heart of the historic center



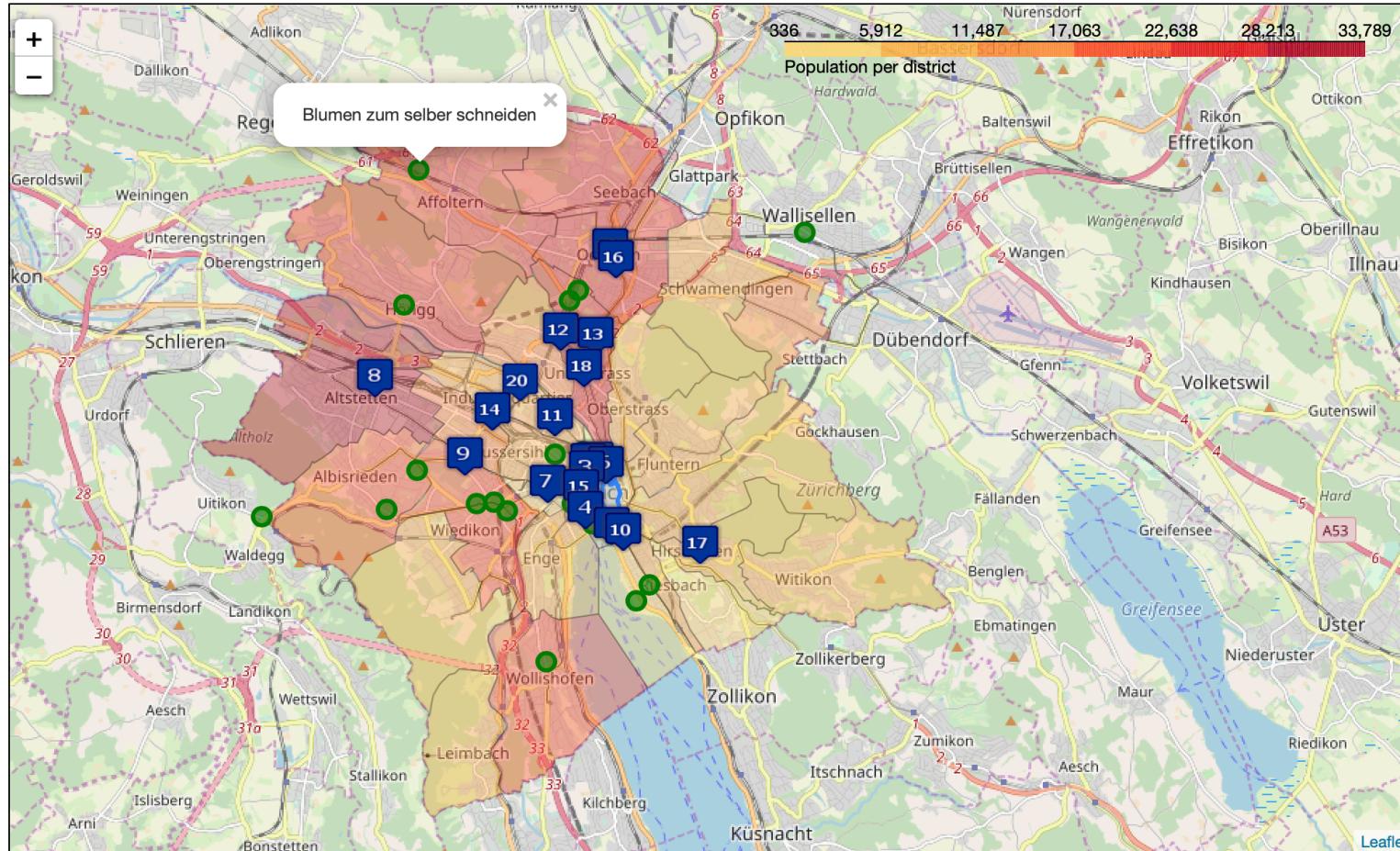
Most of the top 20 tram stations are (i) in the city center or (ii) on a SW/NE axis orthogonal to the train tracks



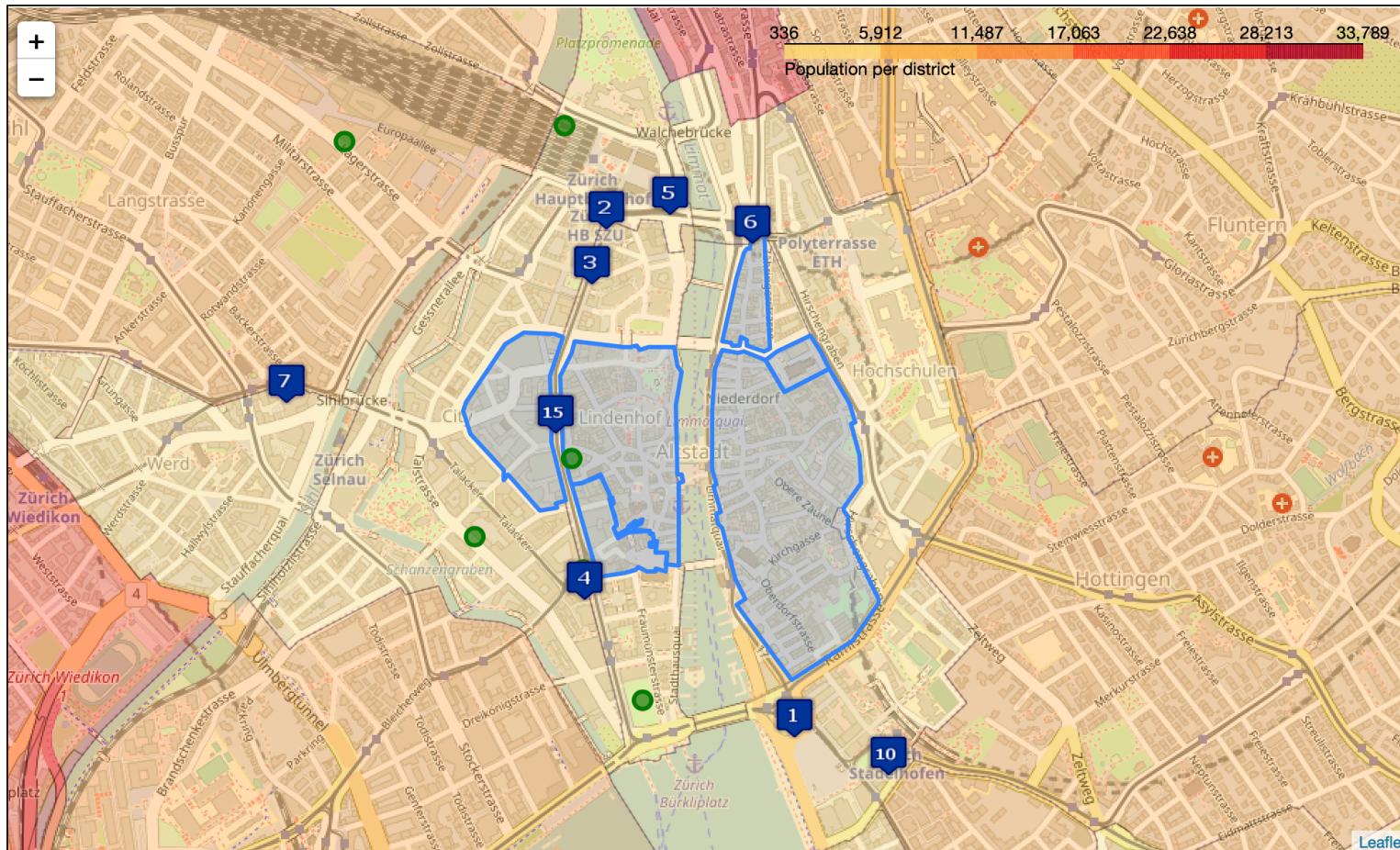
8 of the top 10 tram stations are in the city center; Bellevue is the busiest, with 220k passengers per day



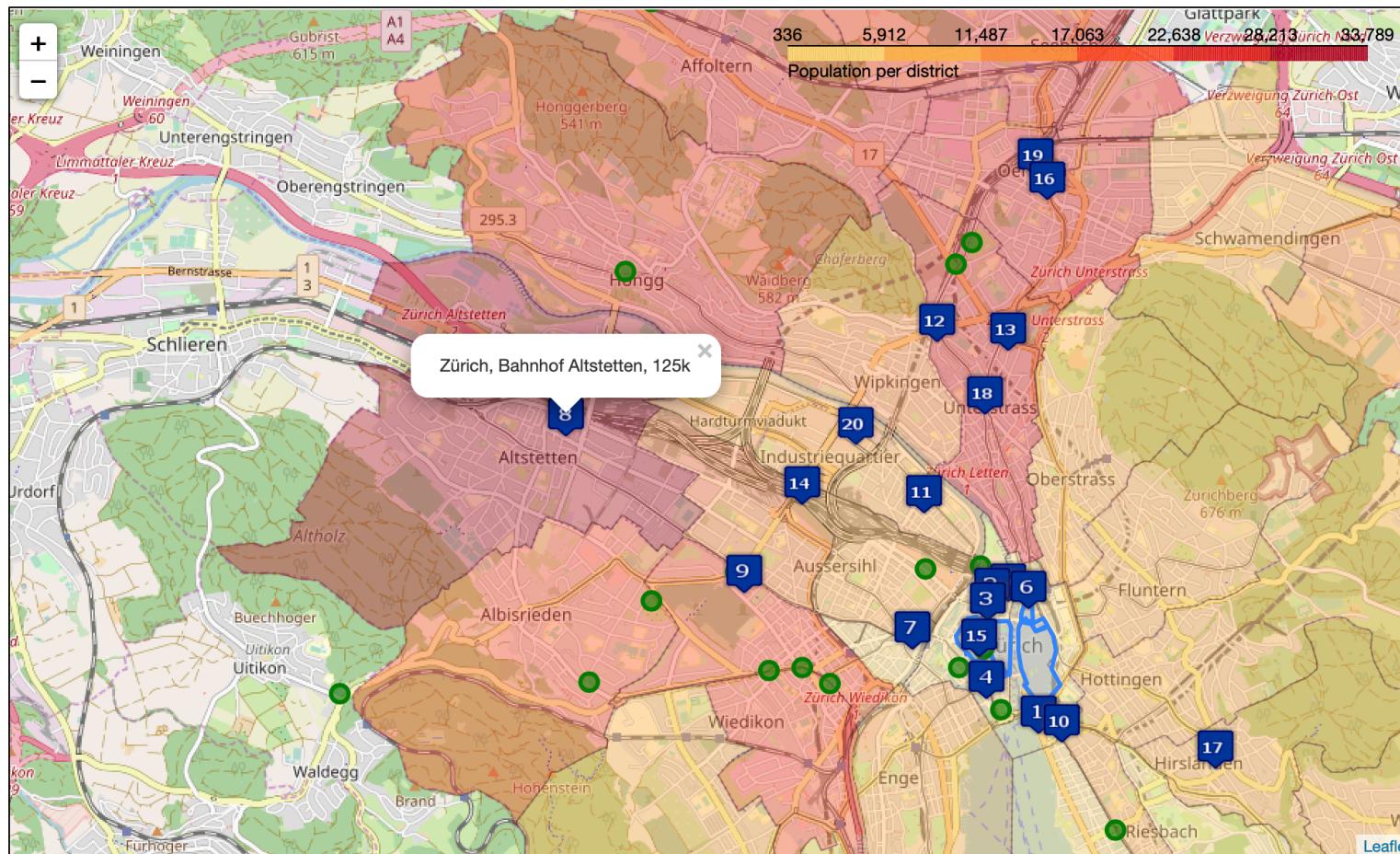
Adding the existing flower shops on the map will help us find a white spot for our future shop



Unfortunately, there are already 5 well established flower shops in the city center, close to the top tram stations...



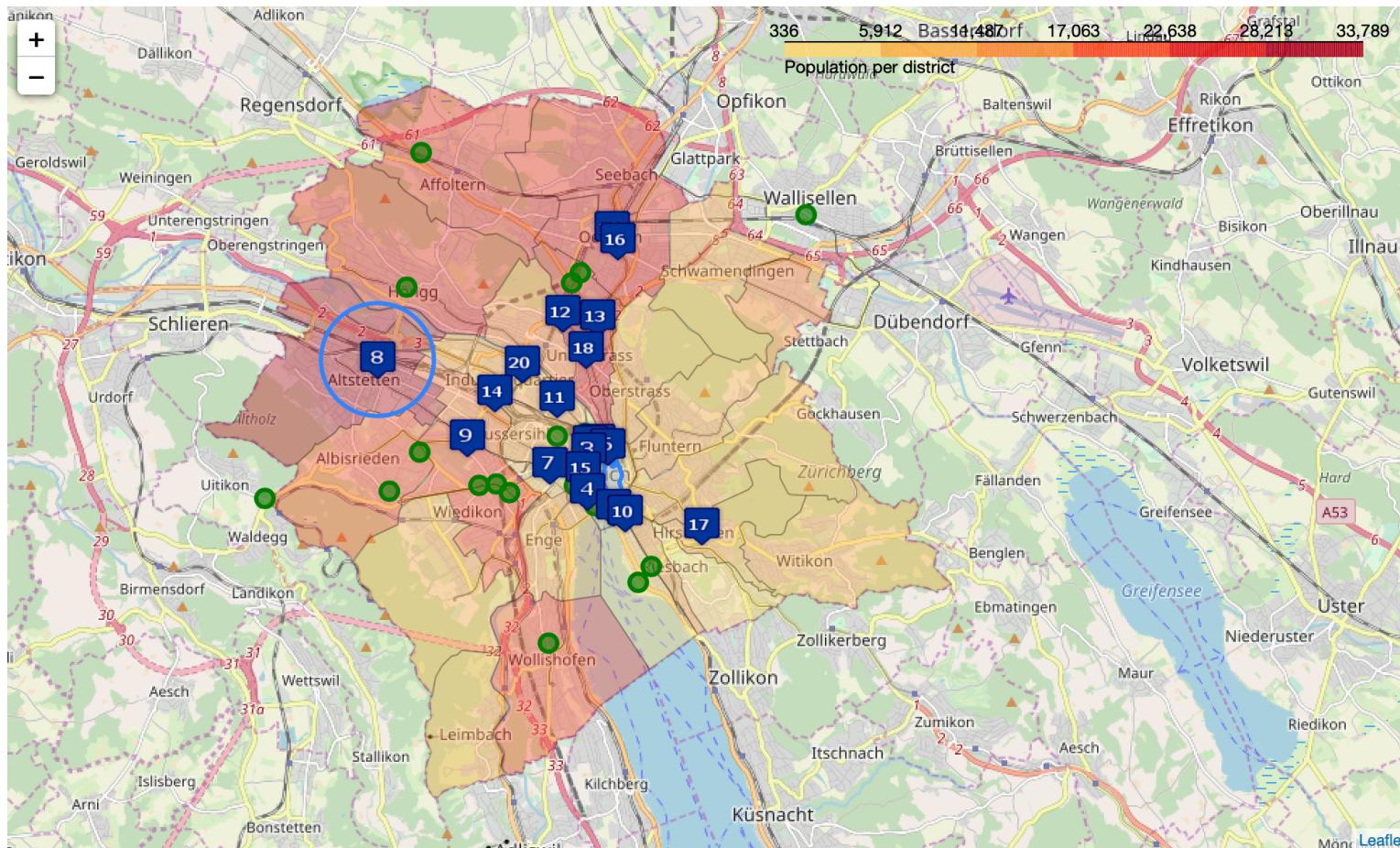
...however Alstetten station seems to offer the most promising white spot



- **8th most busy station**, 125'000 passengers per day
- In the middle of one of the most populated districts of the city
- Still quite central for deliveries

1) As per Foursquare dataset

Fortunately, there is no established competitor with 1'000 meters



Conclusion and future direction

- Going through the location criteria we defined at the beginning, **we were able to zoom in on very promising white spot** for our future flower shop
- This was made possible by the data available from three sources:
 - The folium library
 - The Open Data catalogue of Zurich City (<https://data.stadt-zuerich.ch>, in German)
 - Foursquare.com
- **Altstetten station seems the most promising location** for our future shop . It meets most our criteria, although it is unfortunately not in a pedestrian area
- **It is not guaranteed however that we will find a suitable space** to rent near Altstetten within our desired timeframe. If such is the case, we will simply iterate on our search, and look for the second best option. **On the other hand, one of the established competitors may come up for sale in the near future** (for example if the owner retires), so we need to keep an eye on those
- Moving forward, we could improve the analysis if additional data was available:
 - Income per capita for the different city districts
 - Turnover statistics from the existing competitors..