



Identifying New Business Opportunities In South Dublin City, Ireland

Alexander Sloane, May 2020



Introduction

Ireland

- \$382.5 Billion GDP
- 6th Globally in GDP-per-Capita
- 8.2% GDP Growth in 2018-2019

Dublin

- Capital City of Ireland
- 28% of Irish Population
- 1.3% Population Growth in 2019
- \$115 Billion GDP
- \$86,000 GDP-per-Capita
- 1.1% GDP Growth in 2018-2019

Dún Laoghaire–Rathdown

- Wealthy and rapidly-growing region in south of Greater Dublin Area

Business Problem

- Analyse DLR Region
- Identify Business Opportunities for Potential Investors

Data Description

Data Sources

- Population Statistics from Central Statistics Office (CSO)
- Published in 2016, after last census in Ireland
- Available in PDF format online
- Table showing Population Size and Growth for each Electoral District in DLR Region

Relevant Features in Data

- Name of Electoral District
- 2016 Population of Electoral District
- 2011 to 2016 Population Growth of Electoral District
- Number of venues in Electoral District in each business category
- Percentage of total venues claimed by each category

Methodology

1. Import Dublin Populations File as DataFrame
2. Wrangle Data into more Usable Format
3. Get Coordinates for each Electoral District
4. Create Map of DLR Region
5. Define Foursquare Data and Radius of Each Electoral District
6. Create Function to Get Foursquare Data for each District
7. Use Function for each District
8. Get Frequency of Venue Categories
9. Sort Venues in Descending Order for Districts
10. Add Population Data and Rank by Growth
11. Display Districts with Maximum Population Growth and Venue Types
12. Remake Map with Top 10 Districts for Population Growth

Results

Figure 1 - Districts of DLR

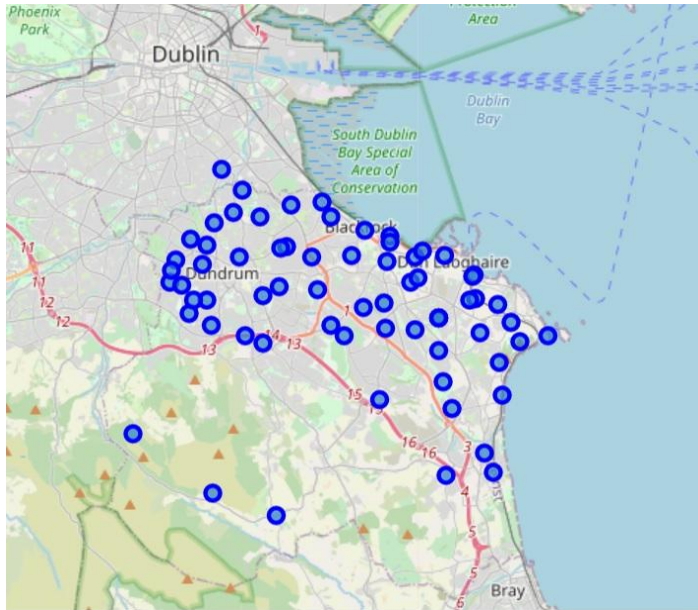


Figure 2 - Top 10 Fastest-Growing Districts



Figure 3 - Most Common Venue Types in Top 10 Fastest-Growing Districts

	District	Growth	Population	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
1	Balally, Dundrum	44.0	7049	Hotel	Gym	Park	Wine Shop	Furniture / Home Store
2	Rathmichael, Shankill	28.8	3395	Park	Wine Shop	Discount Store	Electronics Store	Entertainment Service
3	Glencullen	26.7	16479	Golf Course	Pub	Wine Shop	Furniture / Home Store	Drive-in Theater
4	Roebuck, Clonskeagh	25.5	2556	Café	Bar	Coffee Shop	Tennis Court	Lake
5	Adelaide, Dun Laoghaire	20.4	2234	Trail	Park	Basketball Court	Wine Shop	Furniture / Home Store
6	Sandyford, Dundrum	19.0	6952	Pub	Café	Gym / Fitness Center	Chinese Restaurant	Lounge
7	Leopardstown, Stillorgan	17.5	2429	Bus Stop	Coffee Shop	Garden Center	Electronics Store	Entertainment Service
8	Woodpark, Ballinteer	15.7	5292	Pub	Supermarket	Burger Joint	Furniture / Home Store	Discount Store
9	Belfield, Clonskeagh	12.2	2740	Pub	Café	Soccer Field	Restaurant	Business Service
10	Boooterstown, Blackrock	11.9	3328	Pub	Train Station	Bar	Park	Furniture / Home Store

Discussion

Business Categories

- 345 Business Categories Identified (Five for each of sixty-nine Districts)
- 73% were in retail, hospitality, and entertainment sectors
- Most common types were:
 - Food/Drink Shop or Supermarket (23%)
 - Pub (14%)
 - Restaurant (9%, counting all restaurant types)
 - Recreational Area (6%, counting all Parks, Gyms, Pools, Cinemas, Sports Arenas, and Hiking Trails)

Business Locations

- Five of Ten Fastest-Growing Districts were in Light-Urban Areas
- Four of Ten were in Heavy-Urban Area
- One of Ten in Mountains
- Personal Relaxation Businesses did well in Light-Urban Areas
- Sports Venues did well in Heavy-Urban Areas
- Venues requiring space did well in Mountains

Conclusions

Food and Drink Sector found to show huge economic potential in DLR Region

Pubs, Restaurants, Food Stores, Cafes all viable business opportunities

Type of Business that's likely to succeed also depends on Geographic Location