**Urban Bites Haifa Expansion Analysis Work Plan**

**Research questions**

1. Which neighborhoods in Haifa have the fewest food businesses?
2. Is there a link between how diverse the local business mix is and how many food businesses there are?
3. Based on all this, what would be the best area to open our next Urban Bites branch?

**Workflow checklist**

* Collect data about all food related businesses in Haifa, including:
  + **Food-related:** Cafes, Restaurants, Ice cream shops, Bakeries, Pizzerias.
  + **Retail:** Clothing & fashion stores, Electronics & mobile shops, Bookstores, Furniture / home decor, Supermarkets (non-local chains)
  + **Personal Services:** Hair salons / barbers, Dry cleaning / laundromats, Auto repair shops, Real estate agencies, Travel agencies
  + **Professional Services:** Law firms, Accounting / tax services, Consulting firms, Marketing agencies, Co-working spaces
  + **Health & Wellness:** Clinics / doctors, Pharmacies, Dentists, Gyms / fitness centers, Spas & massage
  + **Institutional / Corporate:** Government offices, Bank branches, Corporate offices
  + **Entertainment & Culture:** Movie theaters, Museums / galleries, Game zones / arcades, Nightclubs / bars

The data should include names, addresses, coordinates, business types

* Transform the data
  + Get data about neighborhoods and assign every business to its neighborhood.
  + Add category and subcategory to each business.
* Aggregating data for insights
  + Sum food related business by neighborhood
  + Sum distinct business categories per neighborhood
  + Calculate the share of food related businesses in the sum of all business in the neighborhood.
* Conclusions
  + Find answers for questions 1 and 2
  + Infer the answer for question 3
* Deliverables
  + A presentation with:
    - A map with all Haifa’s neighborhoods with key metrics for each one.
    - Visualized relevant measures
    - Answers for the research questions
  + Datasets files
  + Code files if will be used