

# Capstone Project - The Battle of Neighborhoods

## Where to open a Veggie Center

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# **1 Introduction**

## **1.1 Background**

We are a group of people dreaming of a wholesome nutrition for all citizens of Dresden (Germany). This nutrition should not only save the health of residents but the environment too.

Therefore we bought a farm near the city to cultivate regional vegetables. So we are able to avoid long shipping distances. As we farm ourselves it is possible to prevent the use of too much plant protection.

Of course in the first step we can't feed the whole city. We want to start with one shop and hopefully becoming more and more popular after some time to successfully grow at the end.

An important key for this process will be to find the right place to start the business. The first shop has to become a well-known place to buy wholesome nutrition. It should be located in the neighborhood of venues for people that are looking for such a shop.

## **1.2 Problem**

To find the optimal place for the new shop we have to know which groups of people like organic products and at which places we can find them within the city. In this way it should be possible to be visible as shop to the core customer groups to get started very fast.

## **1.3 Interest**

Other people that have the same dream can benefit from the result of our analysis. Furthermore it would be very easy to adopt the same technics to other kind of shops.

# **2 Data acquisition**

To solve the problem sufficient data sources are needed.

For the first part there is a study of Georg-August-Universität Göttingen ("Target groups for organic food: an overview") that describes these groups.

To find the venues that these people like the Foursquare location data set is used. It is a very big resource for many kinds of analysis using many data about other shops, several points of interest and ratings. Correlations between these data should construct clusters of areas with high attraction.