



PREDICTING BEST SOUVENIR SHOP LOCATION IN ANTALYA, TURKEY

By Ekrem Bakay



Selecting a business location

- During touristic season, especially summer times, visitors all over the world provides a huge opportunity for souvenir shops.
- Many people like to take a little something home with them as a reminder of their travels, something to show for where they have been, something they can use to look back and reminisce about the fantastic experience they had during their holiday or something that will make their loved ones happy when they return.
- Selecting a good place will increase the profits

Data acquisition and cleaning

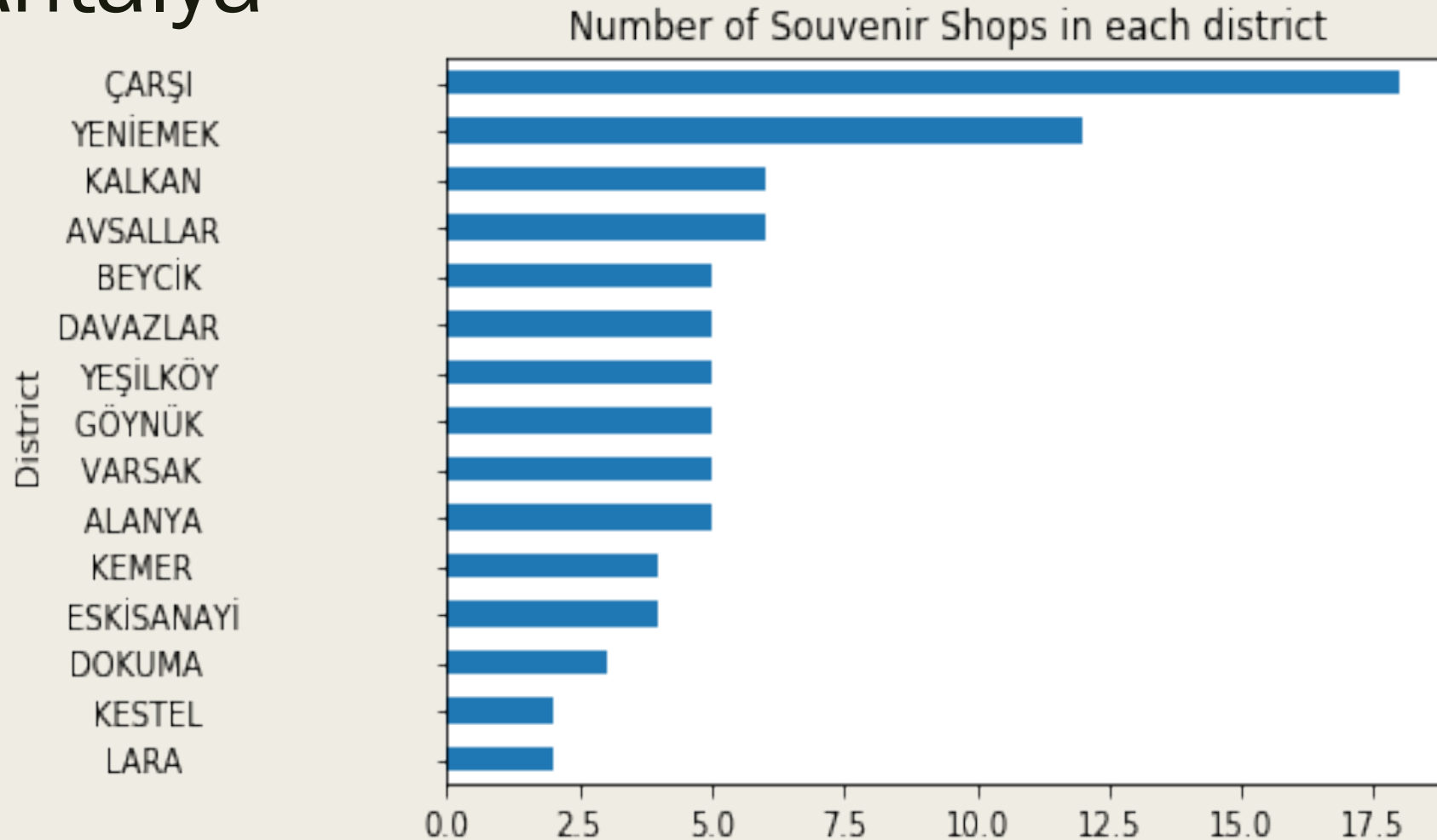
- Lucily we have the data available on the state postal office website as a zip file on this link <http://postakodu.ptt.gov.tr/>.
- Now our Postcodes are ready. We can start getting geolocation for each district using google maps.

	Postcode	Province	City	District	location	point	latitude	longitude	altitude
0	07010	ANTALYA	MURATPAŞA	ESKİSANAYİ	(Cumhuriyet Mahallesi, Muratpaşa, Antalya, Akd...	(36.9041492, 30.70065157500000 2, 0.0)	36.904149	30.700652	0.0
1	07020	ANTALYA	KEPEZ	VARSAK	(Antalya, Muratpaşa, Antalya, Akdeniz Bölgesi,...	(36.9009641, 30.6954846, 0.0)	36.900964	30.695485	0.0
2	07025	ANTALYA	KEPEZ	DOKUMA	(Özgürük Mahallesi, Kepez, Antalya, Akdeniz B...	(36.91393495, 30.67963175, 0.0)	36.913935	30.679632	0.0
3	07030	ANTALYA	MURATPAŞA	MELTEM	(Muratpaşa, Antalya, Akdeniz Bölgesi, 07030, T...	(36.8804352369126, 30.78450071348050 4, 0.0)	36.880435	30.784501	0.0
4	07040	ANTALYA	MURATPAŞA	ÇARŞI	(Antalya, Muratpaşa, Antalya, Akdeniz Bölgesi,...	(36.8934522, 30.7015535, 0.0)	36.893452	30.701553	0.0
5	07050	ANTALYA	MURATPAŞA	BAHÇELİEVLER	(Aqua, Adnan Menderes Bulvarı, Sorgun, Manavga...	(36.758141, 31.4275232, 0.0)	36.758141	31.427523	0.0

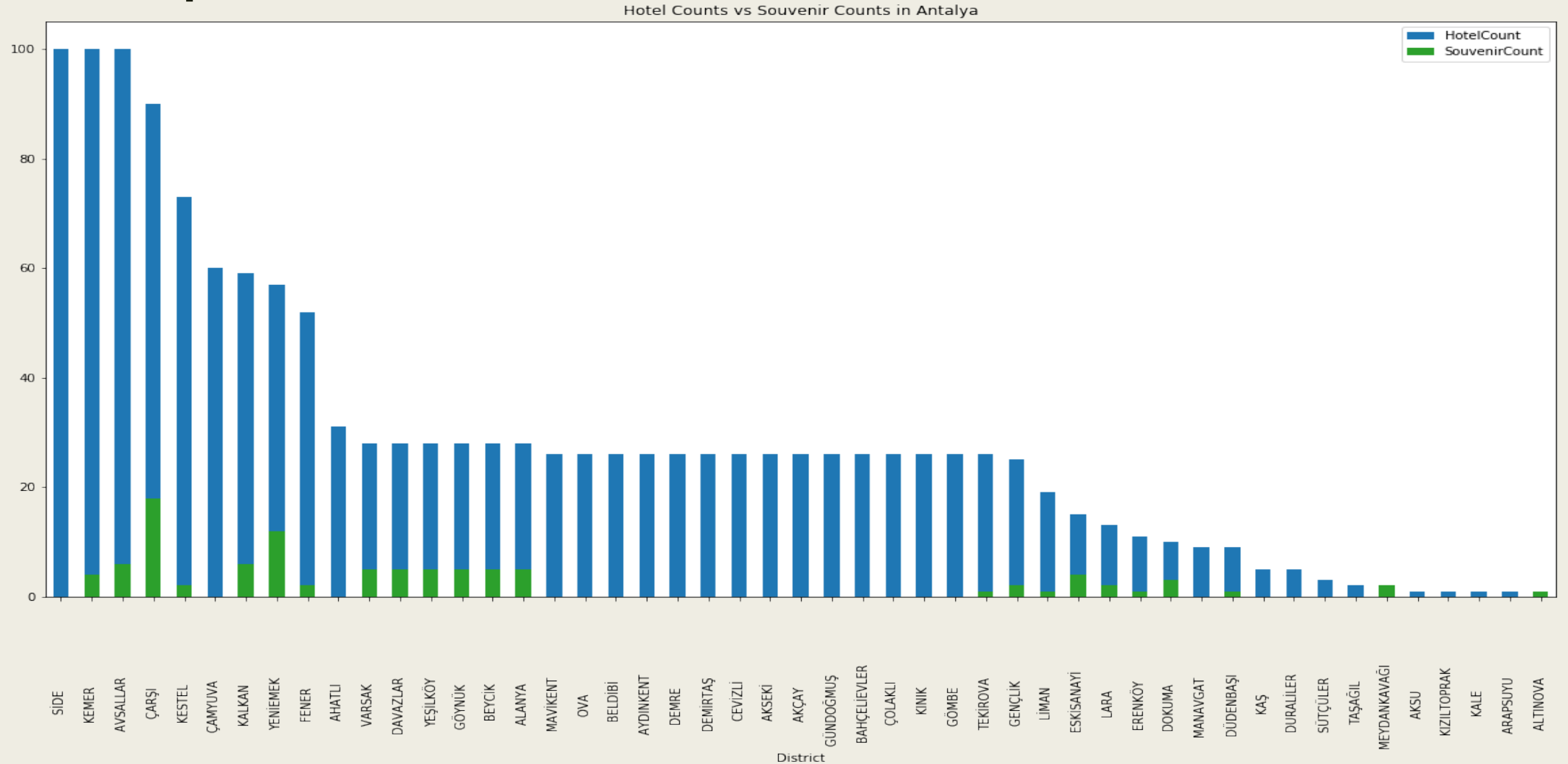
Hotel numbers in each district in Antalya



Souvenir shop numbers in each district in Antalya



Most suitable locations for Souvenir Shop business



Conclusion and future directions

- As a result, for people who are looking for perfect spot in their souvenir businesses in Antalya can start their business in SIDE, KEMER or AYSALLAR distirct.
- We can apply same method for many other businesses and make suggestions to improve their profits