

Predicting areas to open a new pharmacy in Bucharest

Finding the right place to open a new pharmacy in Bucharest

- Finding an area not covered by any pharmacies, closed to city center, is very important in developing a new business

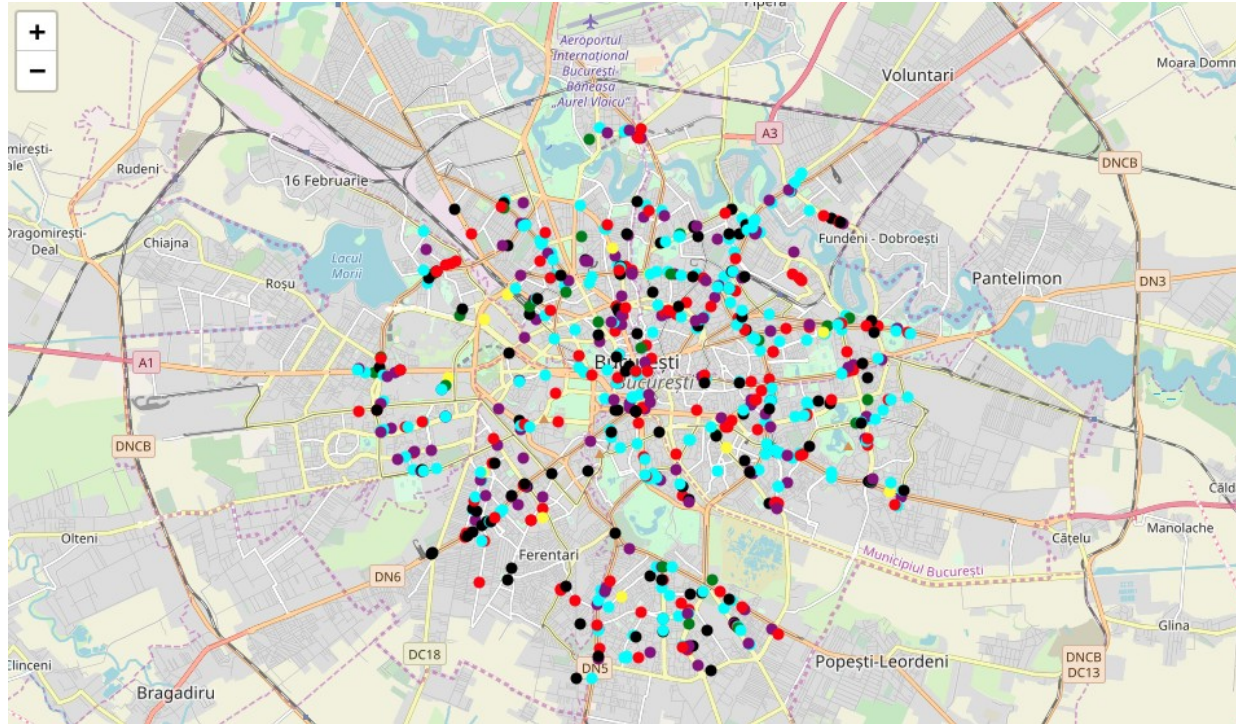
Data gathering

- Pharmacies coordinates and ratings were extracted by google api.

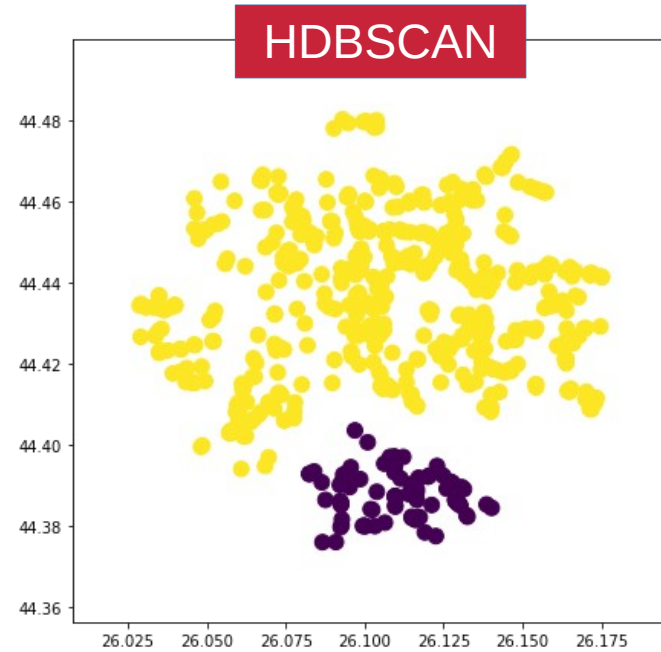
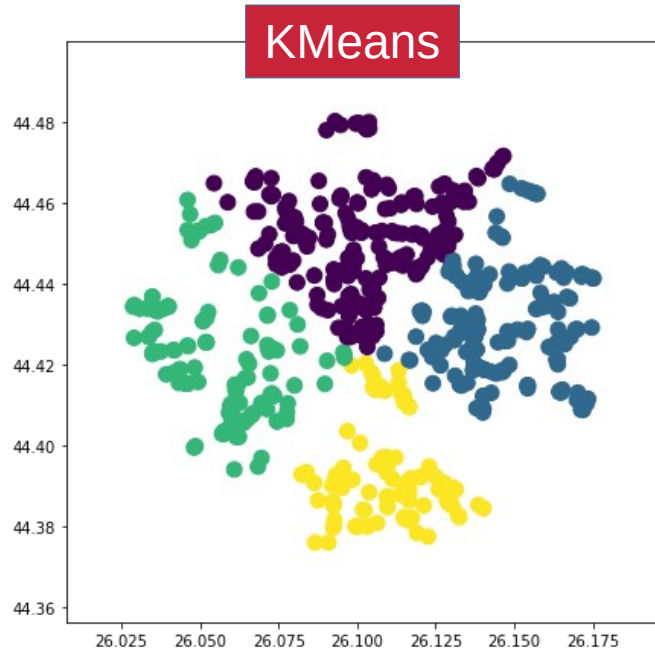
Name	Rating	Latitude	Longitude
Belladonna	3.1	44.479836	26.100635
Sensiblu	3.5	44.478684	26.102669

Plots of places colored by ranking

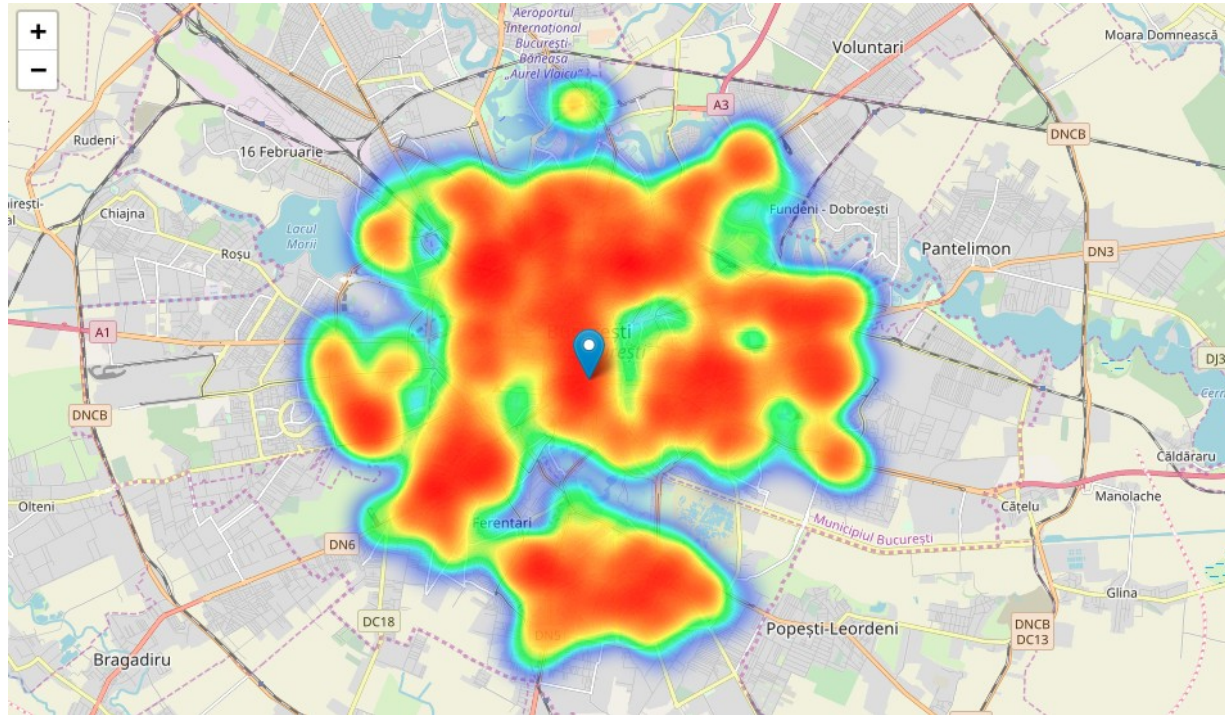
red – 5 stars, cyan – 4 stars, purple – 3 stars, green – 2 stars, yellow – 1 star, black – no rating



Clustering geo-locations with Kmeans and HDBSCAN

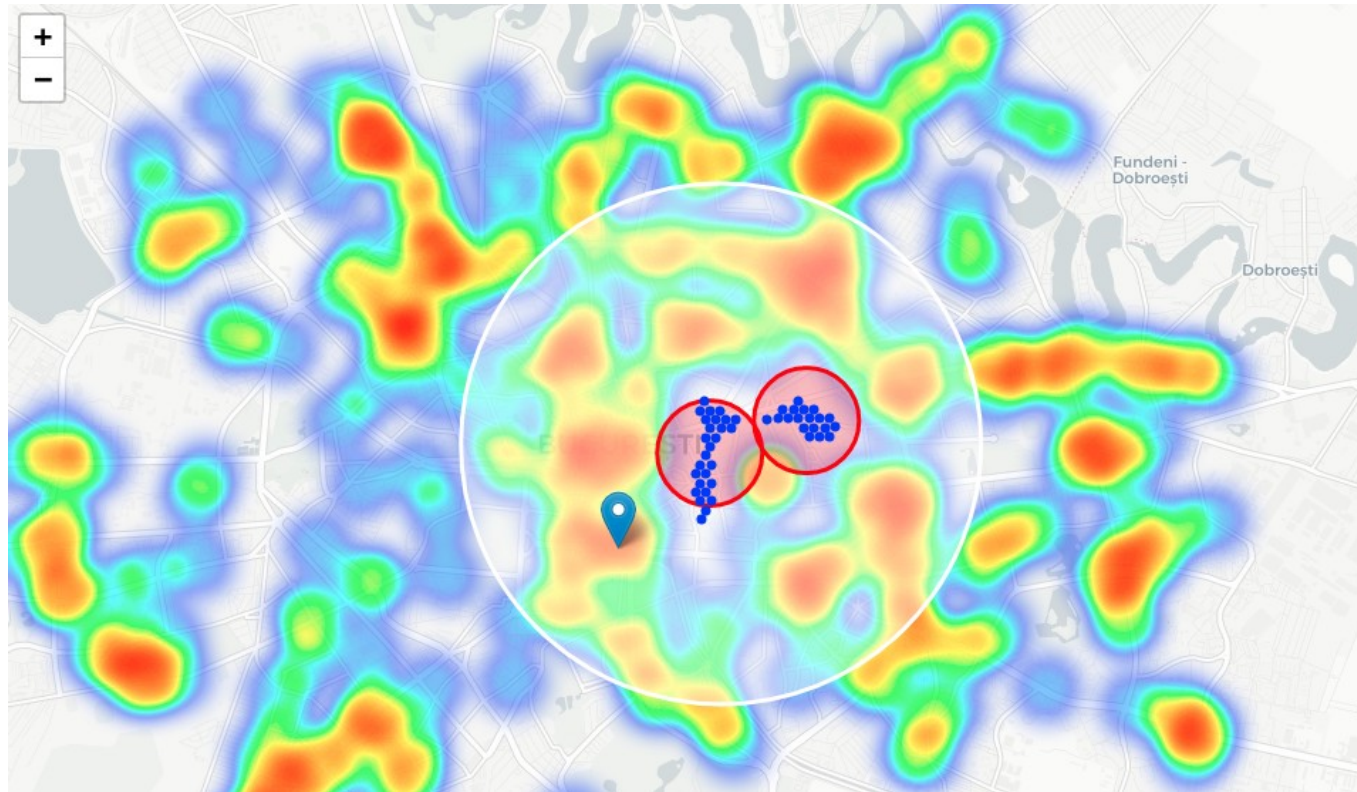


HeatMap



The area east of city center is an empty zone without any pharmacies. This is where we are going to look for a spot for a new pharmacy

Identifying two clusters with 46 possible places for a new pharmacy



Conclusions

- Found two clusters. The address of clusters centers are:
 - Strada Alexandru Romano 4, București 030167
 - Strada Rondă 8, București 030167

Future directions

- Find the economic wealth of neighborhoods by classifications of prices of all products sold by each pharmacy.