

# CAFES IN ISTANBUL

Ergin Ozcan

February 15, 2020

## 1. Introduction

### 1.1 Background

Cafés are home of the coffee. Coffee is the most notable hot drinks around the world and some of the people go to café for drinking coffee. In Istanbul, cafe is the one of the social activity area specifically young people as same as around the world. Although, cafe means different from district to district. For example, in Bagcilar as well as Gaziosmanpasa and Esenler cafe means internet cafe as well as bakery and they sell Nescafé. Although when we come to Kadikoy, Besiktas, Sisli, Taksim etc., cafe terms can be reached to third-wave coffee.

### 1.2 Problem

The people who wants to establish new coffee station can be difficult for business area. Because this sector is very competitive and every cafe cannot reach at the third-year. In conservative-area, third-wave coffee is the

### 1.3 Interest

Potential planners who wants to start new coffee business would be very interested. Because this project finds how pla

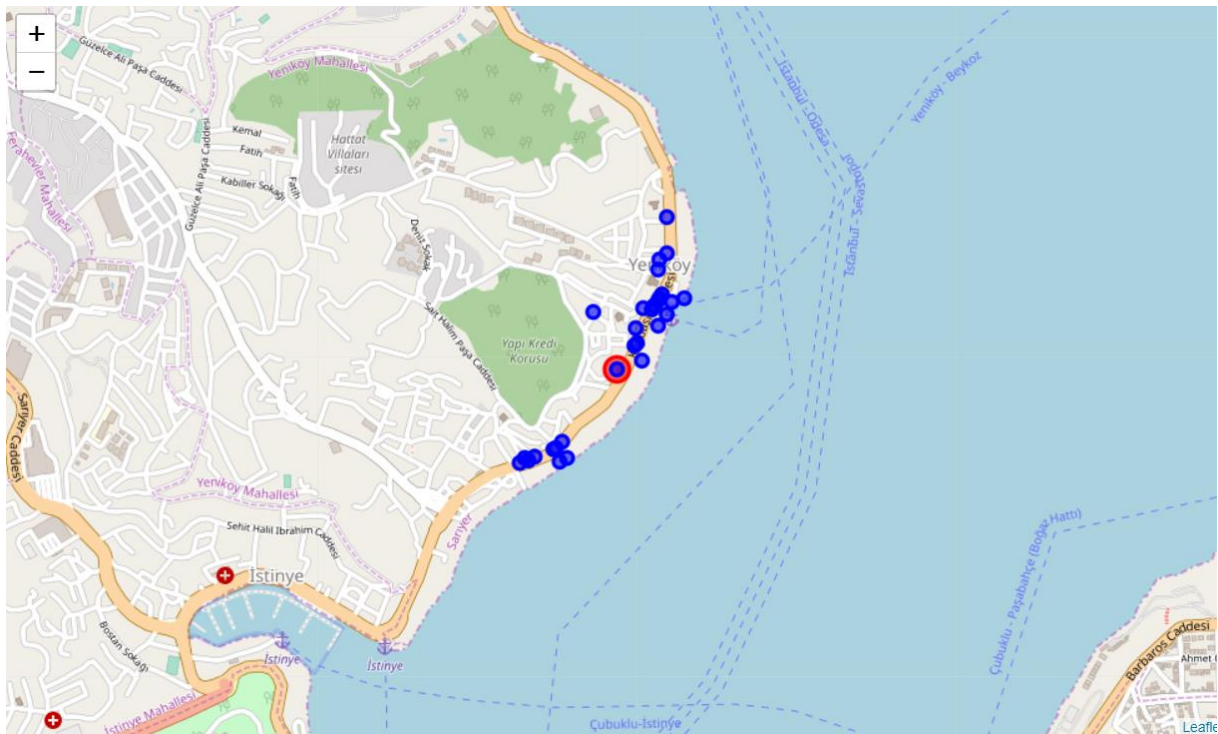
## 2. Data Acquisition

I got this data from Foursquare API. They gives many coffee stations around to Istanbul. Although, any source from all of Istanbul in one place are available. Because suitable from table is not available at internet. When you tried all of the Istanbul, Foursquare API gets error (They gets only three café in one table.) In Google API, first use of this function is complex and most of the solution from found on internet gets error. So, in this project, only available of choice is district-to-district.

## 3. Exploratory Data Analysis

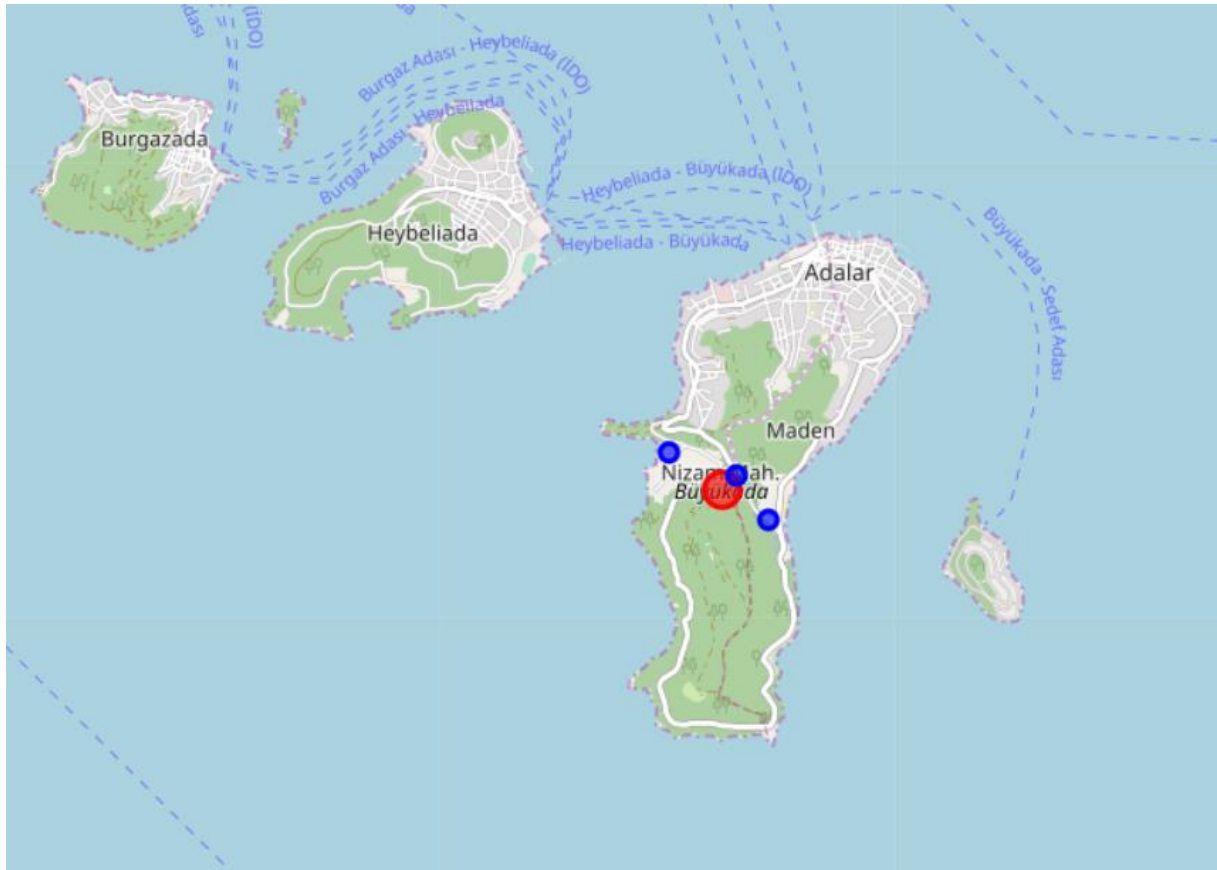
In touristic areas (Sile and Adalar), third-wave coffee is not available. Only one or two cafes are available in terms of cafe in these districts. Remaining “cafe” named businesses are restaurants, internet cafes or other parts. In Tuzla, coffee-dedicated area is not available except shopping malls. Usually, Coffee lovers in Tuzla goes mall or neighbour districts and Kadikoy for the coffee. In Kadikoy, we does not say about this area. They got 100 cafe per km2 in Kadikoy Carsi and neighborhood. Nisantasi / Tesvikiye have to say this about that but this area does not much cafe than Kadikoy. In Sariyer, Yenikoy is the home of coffee. Although,

First one is Sariyer Yenikoy. They are home of several coffee stations in the Koybasi Avenue.

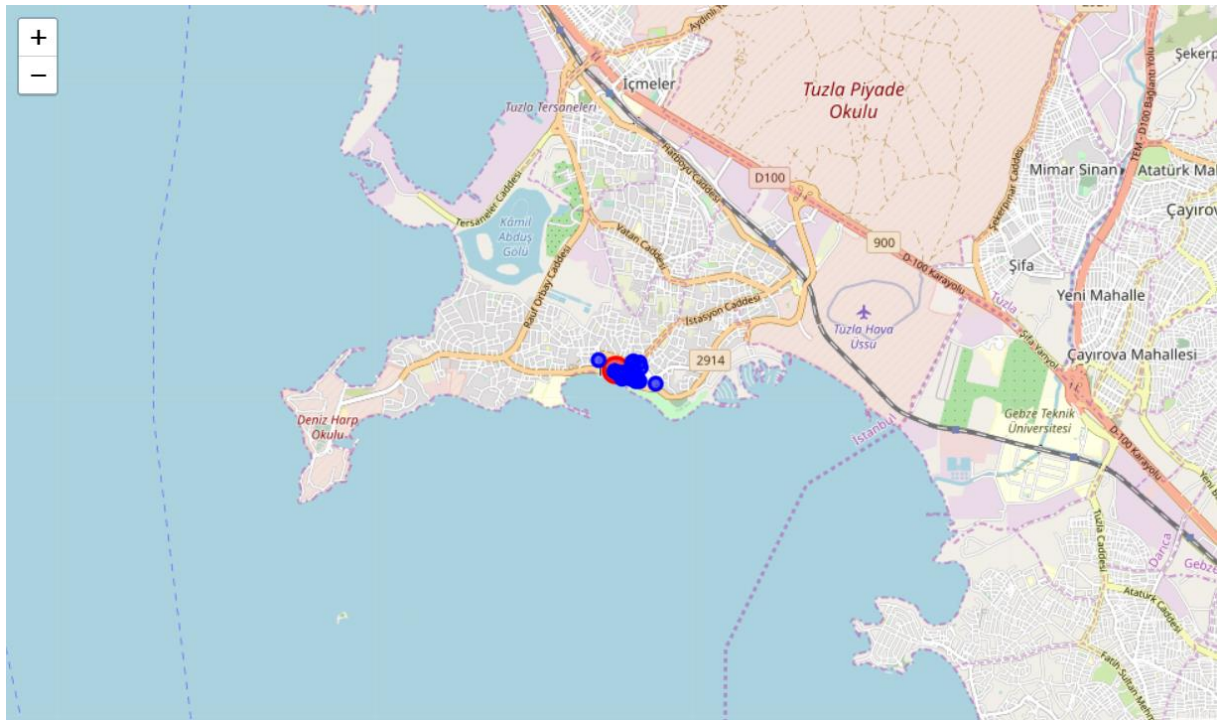


Normally, in the first the Foursquare User can think that this is “Café Avenue”, but no. Yenikoy got only 12 cafés. Other business such as market, boutique, coiffeur are entered list at Café list of Yeniköy.

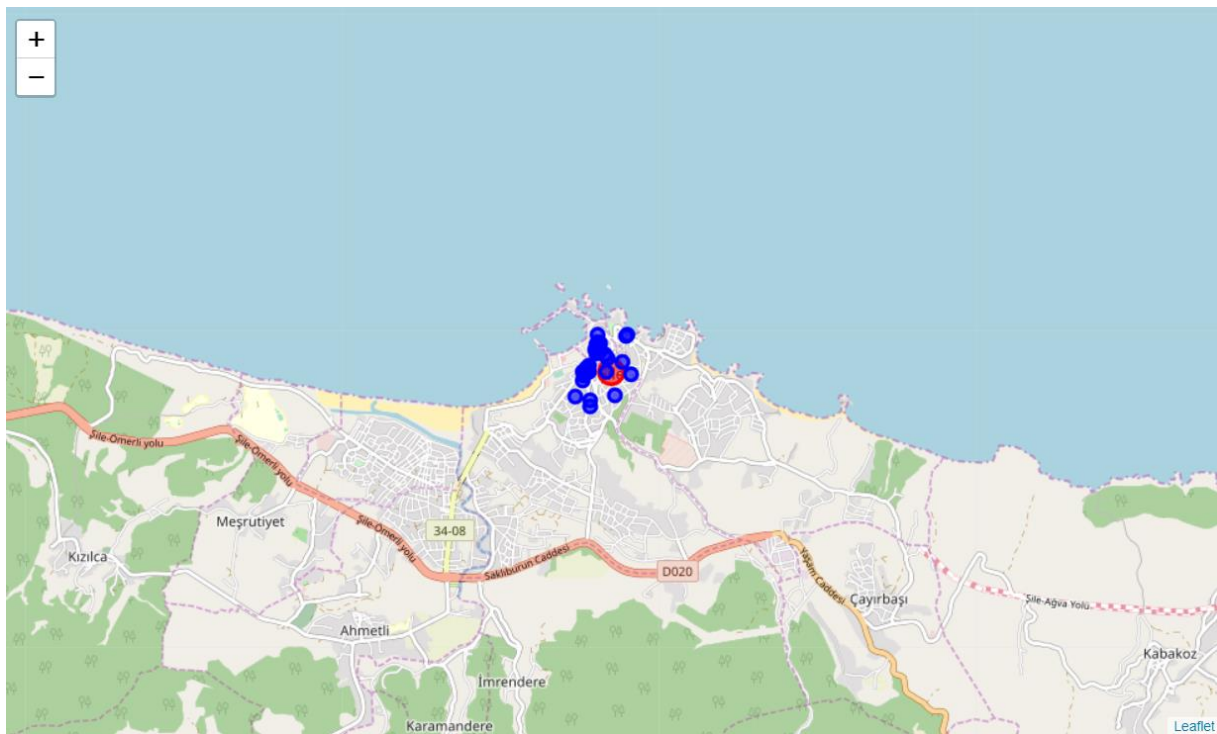
Now, we look Buyukada.



In this island, only three cafés are available. Because this island's rent price is more expensive than Heybeliada. Heybeliada got 21 cafés. Maybe third-wave coffee is not available in Heybeliada, but Heybeliada café society wants to steal Kadıköy's café people.

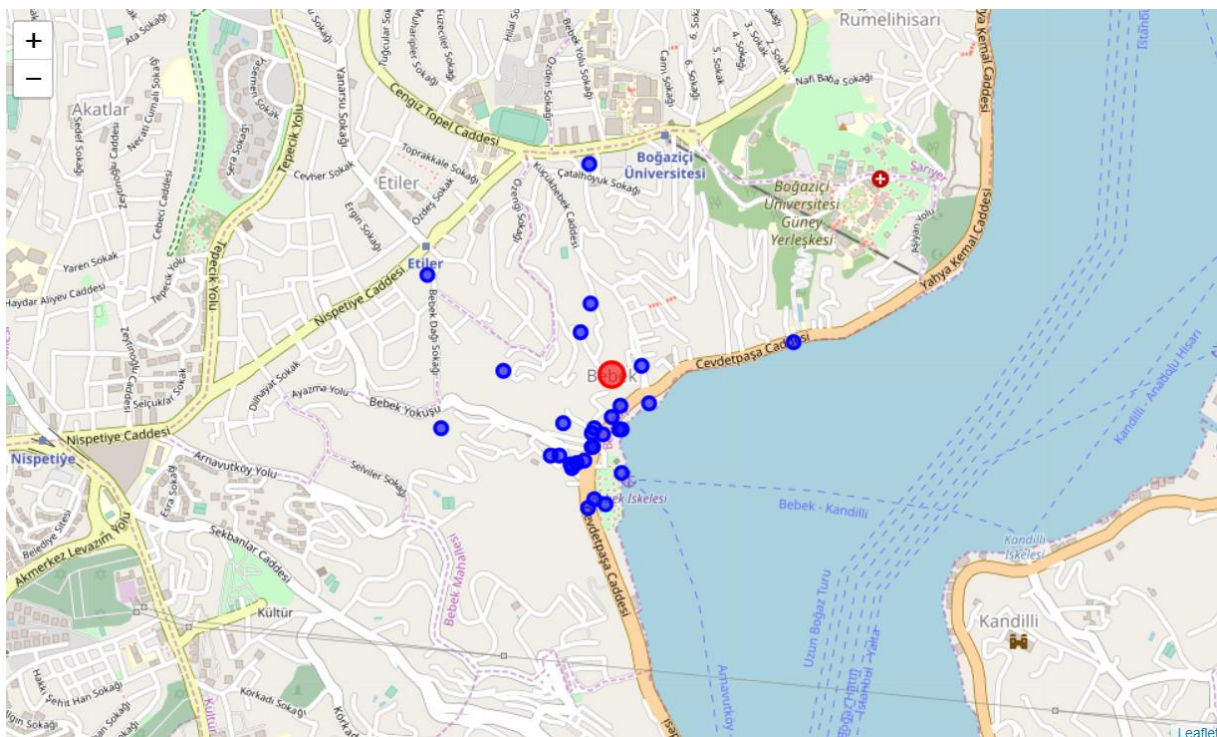
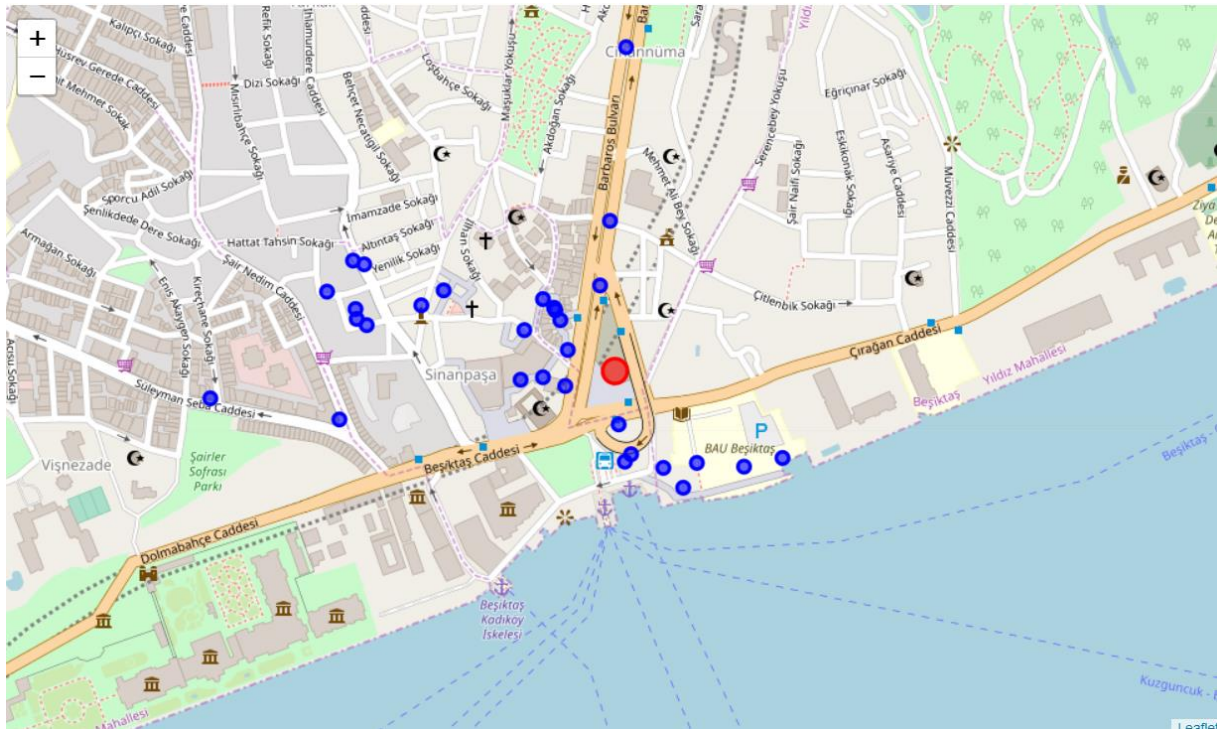


In Tuzla. Usually they got to main café store at the Ahmet Güneş Boulevard. Although, Tuzla also gets Viaport Marina and they get



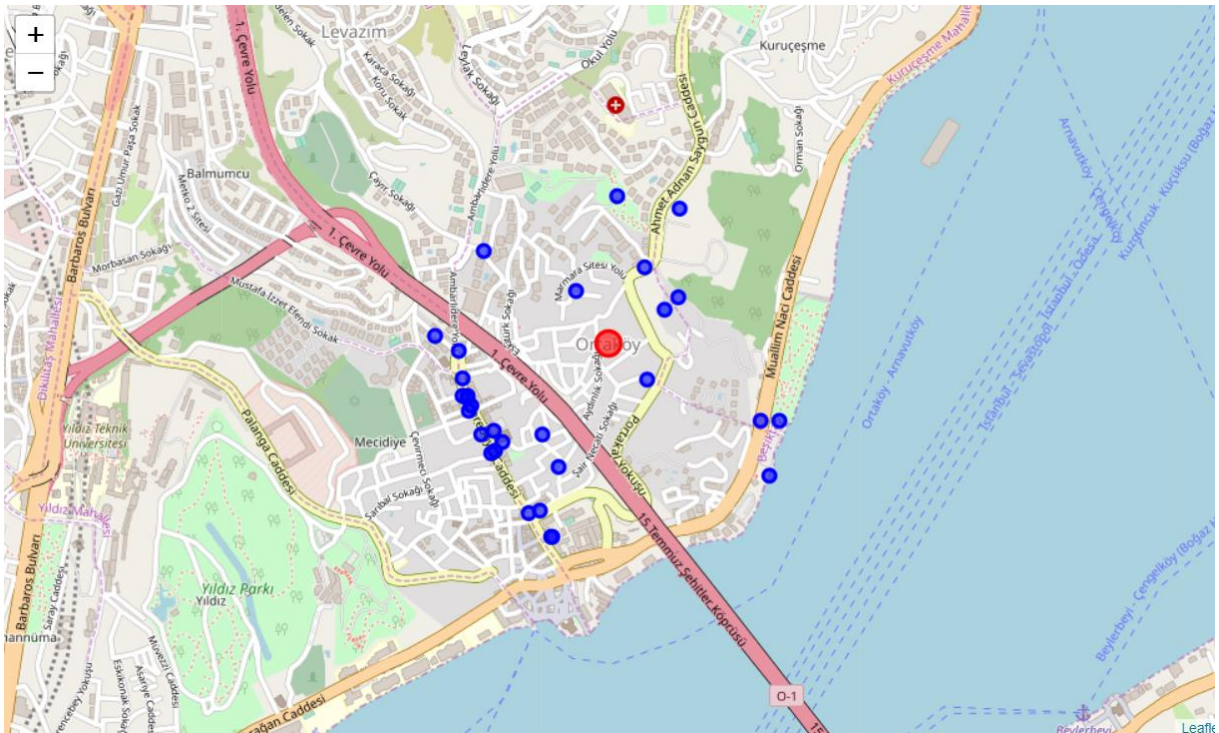
In Tuzla. Only two or three cafés are available for second-wave coffee. Although, this touristic area does not much of this problem. On the other hand, Some patisserie in Sile have coffee service.



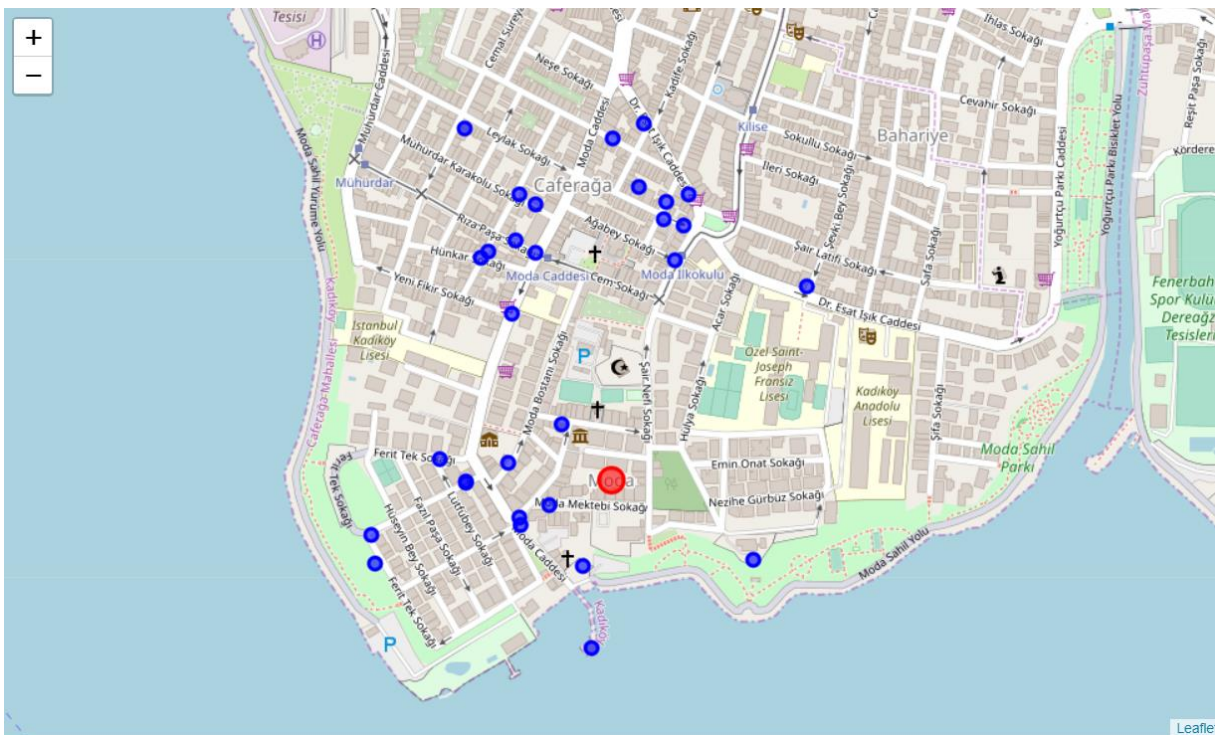


These two areas are part of Beşiktaş. First one is around of Beşiktaş Square and second one is Bebek province. Which is popular destination in Turkey. Normally, Bebek have Starbucks and Coffee Nero. Although, Barbaros Boulevard and Akaretler got several third-wave coffee station.



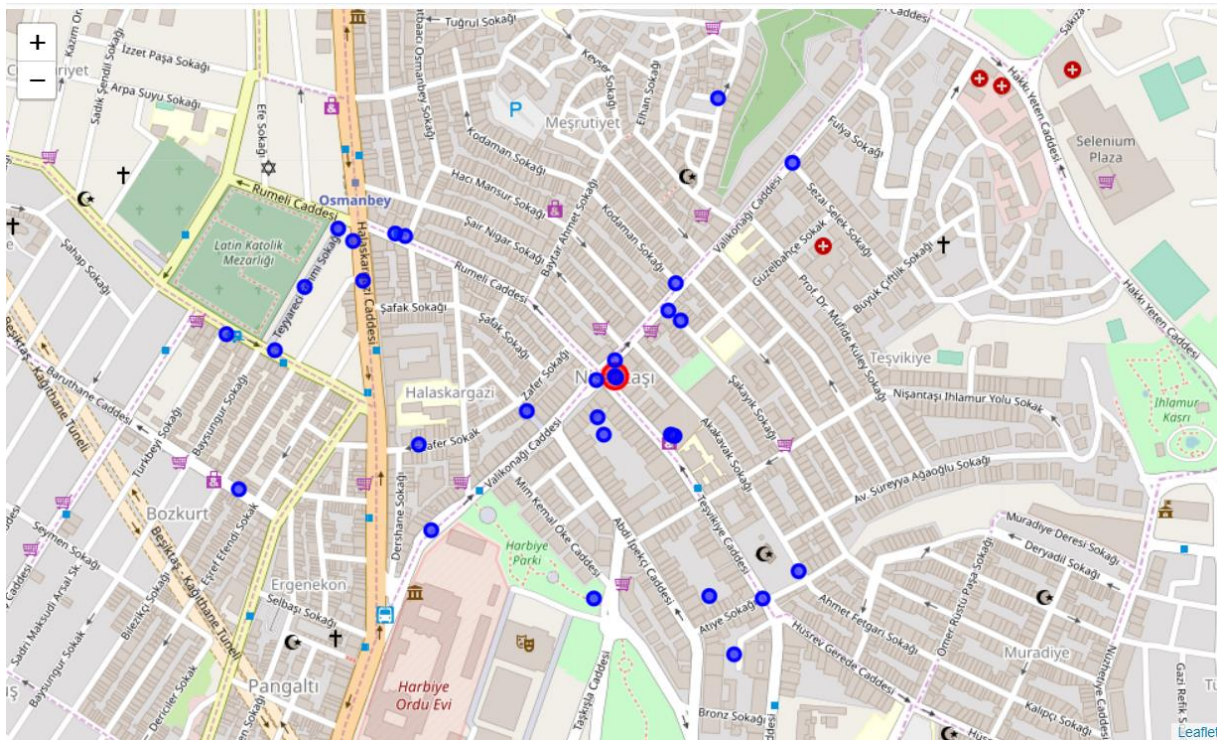


This map is Ortaköy Coffee Map. In Ortaköy, they are not popular than Akaretler, Arnavutköy and Bebek. This area got usually Turkish Coffee as well as patisserie.

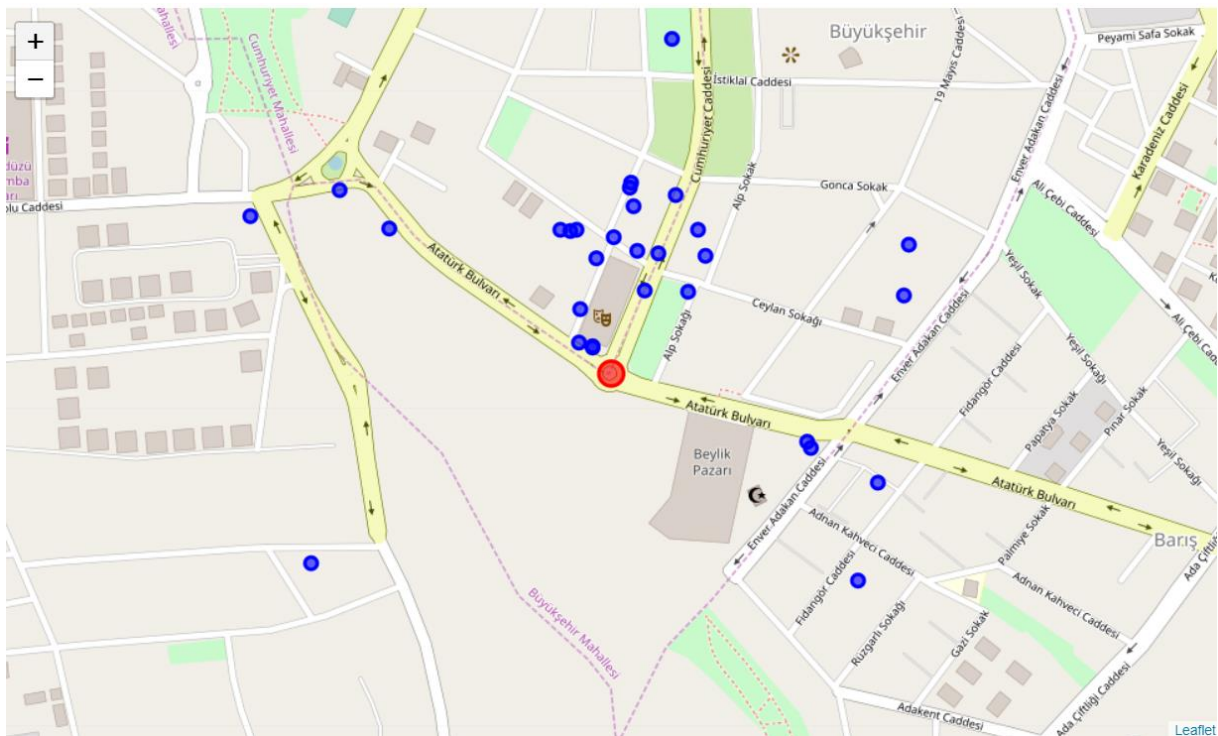


In Moda, this area is not only “Home of Coffee” in Istanbul, but also “Home of Coffee” in Turkey. They have many concepts about different audience and different taste around the world.





Nisantasi is the rival of the Kadikoy, because they want to reach audience for the population of the popular. MOC and Montag are favourites.



In Beylikduzu, traditional and modern coffees are held in the same. Because they have both of Hookah and the third-wave coffee stations.

#### **4. Results**

According to these factors, the people who wants to open a cafe in coffee-dedicated wait a time in Bagcilar – Gaziosmanpasa – Esenler. Because these initiatives can be opposed by local people. Although, developing districts such as Tuzla, Sile etc. can make opportunities for the new cafes. Sisli, Yenikoy, Taksim and Kadikoy is the overcrowded at the cafe. Although, Besiktas can be available to new concepts.

#### **5. Conclusion**

As I said before that, I cannot reach all-Istanbul map of the coffee. These reports has created from 10 districts' information. Some data researchers may be better results when they reach more detailed results.