



Scaling offline business

or

where to place a new shop/bar/something else

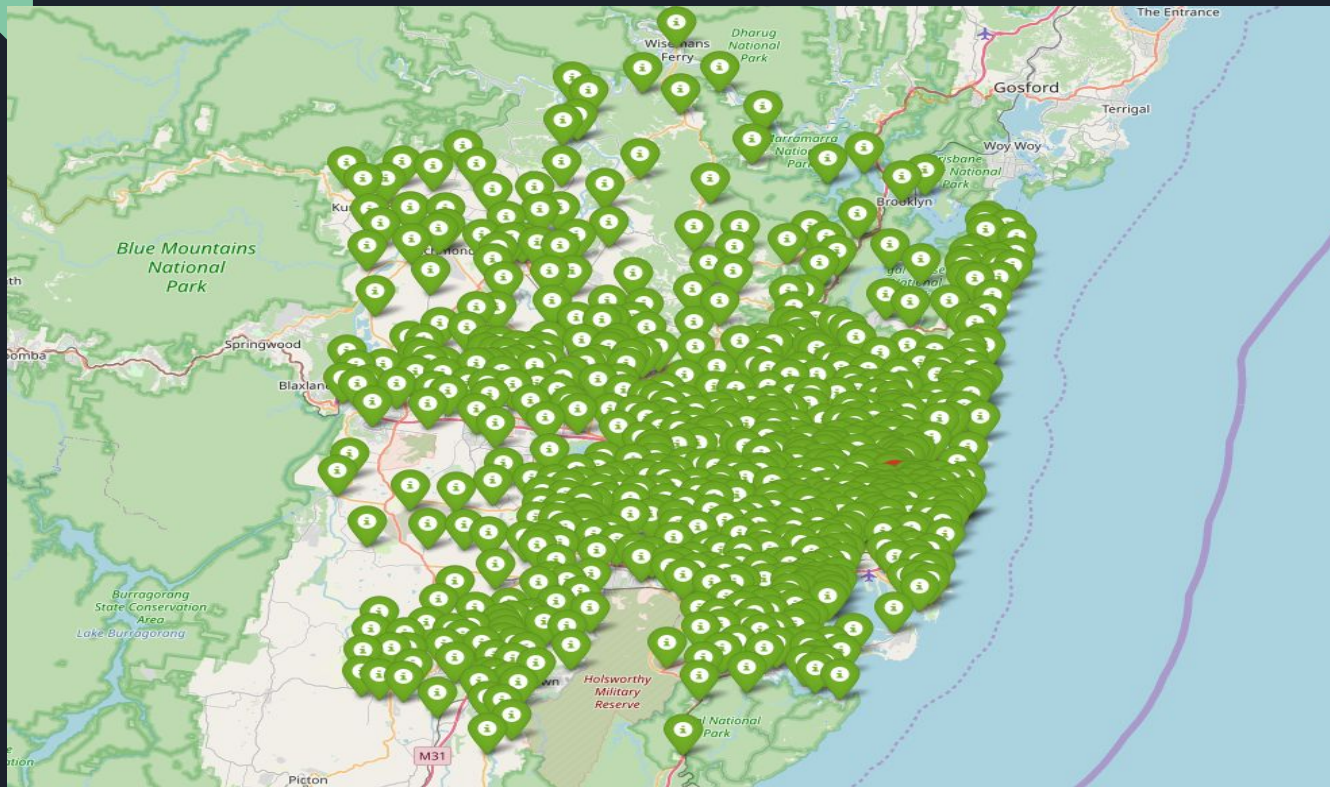


Business sometimes is growing up

Which area is most suitable for a new place?



Sydney Suburbs



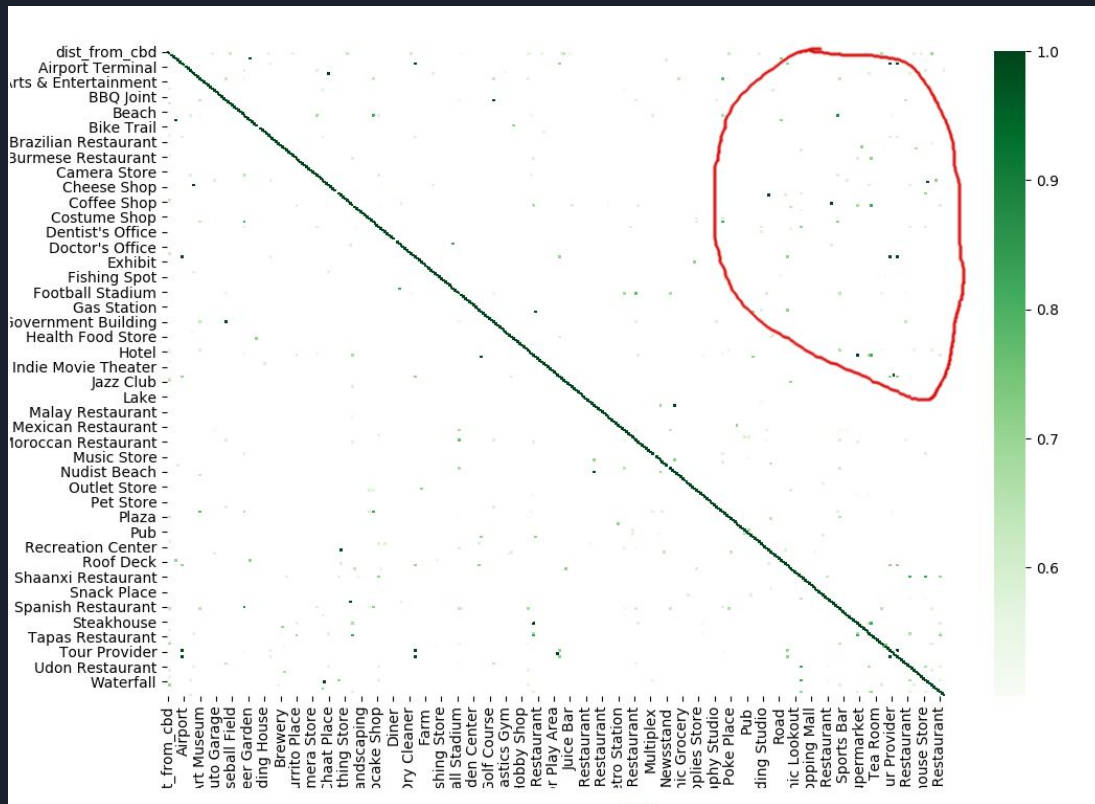
Yes. They are a lot.



Data acquisition and cleaning

- latitude and longitude to show them on a map;
- venue data, amount of each type of venues;
- crime data, about of crimes grouped by type(murder, robbery, carjacking);
- distance from the Sydney Central Business District (CBD).

Pearson Correlations



Not too strong, but exists.
All green dots not laying on
the line correlation
coefficients with value $> .5$.

Also, many venues have
more than 2 correlated
venues/parameter, so we
can play with it when we
are finding a suburb
without target venue.



Discussion and conclusion

- it's possible to find a new areas for business using the correlation analysis
- there are many parameters that can be count like: population density, age distribution, medium suburb wealth etc.
- crime rate depends on the amount venues and highly likely from the amount of people living in this areas