Istanbul Arcade Study Case

The most important aspects in the analysis of four-square data related to Istanbul and the Arcade Cafè Category

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Istanbul Arcade Study Case

Personal Introduction

- From Italy
- Three-lingual guy
- Data science was a hobby... through the Coursera course I hope to bring it into my professional life!

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Why Istanbul?

- WHAT? —> Game industry: recent and steadily growing business
- WHERE? —>Turkey: Country improving average income and coming nearer to rich developed economies
- WHY? —> Istanbul: location (highly populated city) offers a particular set of behaviours in the consumption of entertainment services and goods
- HOW? —> Data: regarding the case and the location there are a lots of available data from Foursquare and public databases

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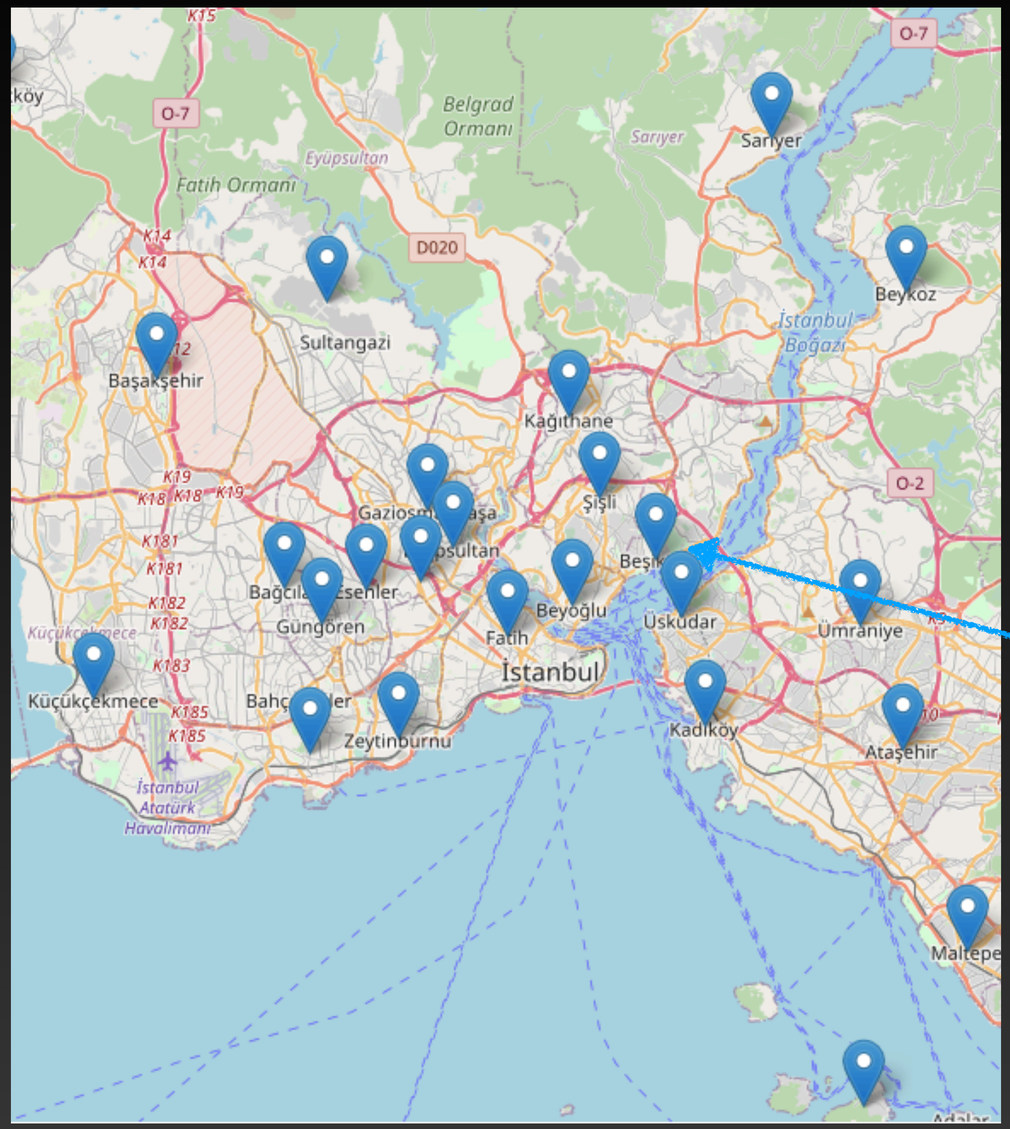
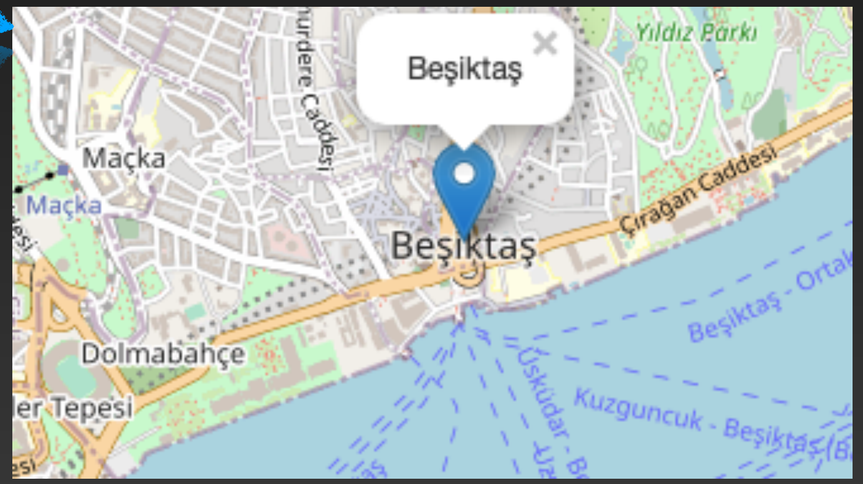
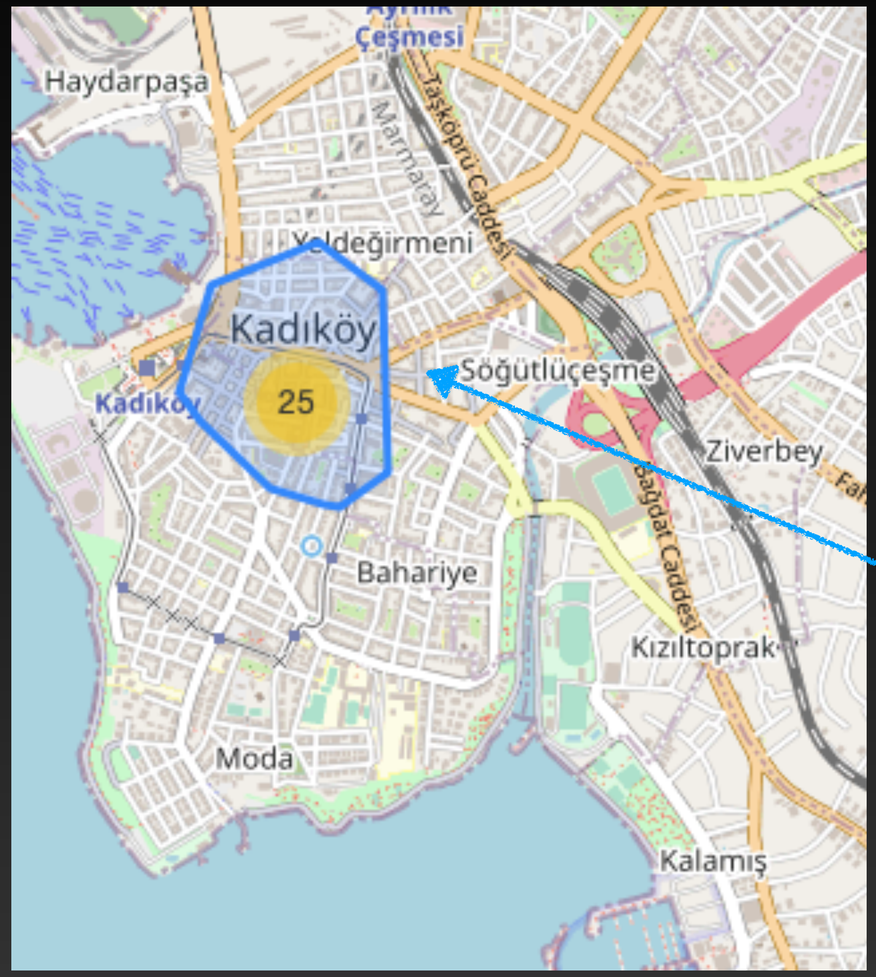
Prospects for deeper insights

- Provide an evaluation
  - Density of arcade café (geographical representation)
  - The profile of the users in the different districts
  - Prospect of directly and indirectly business possibilities

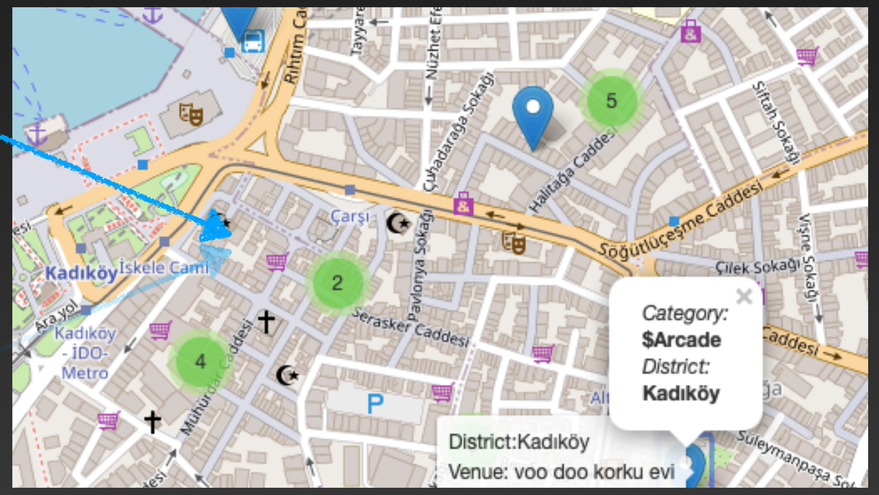


- 38 Districts (dropped one too far from city center)
- Each districts has following data attached:
  - Area (km^2)
  - Density population
  - Annual/monthly income (on average)





- 4square data:
  - 188 locations connected to the most central districts
  - Venues —> connected to specific category ID
  - Location (latitude, longitude)
- Model applied: K-clustering (nr cluster 5)
- Final geo-spatial visualisation of clusters with related important information



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Insights driven from analysis

- Arcade principal category: explicitly connected to the gaming industry in istanbul
- Growing business
- Possible:
  - Chain phenomenon: business model for console-sharing places
  - Offer for restock: consoles, beverages & food, gadgets,...
  - Services: cleaning, internet connections, facility management, ...