

RUNNING RETAIL IN THE STEEL CITY

a location analysis



Introduction/Business Opportunity

Running in Pittsburgh:

Running is an extremely popular sport and recreational activity in a city that boasts many popular picturesque running routes and trails



- **Opportunity:** Not many specialty retail outlets that cater specifically to runners
- **Question:** Where is the optimal location for a store given a set of criteria and what would the competition look like in that area?



Methodology

- JSON file analyzed to locate and calculate city park areas
- All Maps Generated using Geolocation data
- Foursquare API “City Guide”) used to assess competition



Data Analyzed

Two datasets examined:

- WPRDC database of Pittsburgh Parks (geoJSON file)
- Foursquare API generated data to survey potential competitors

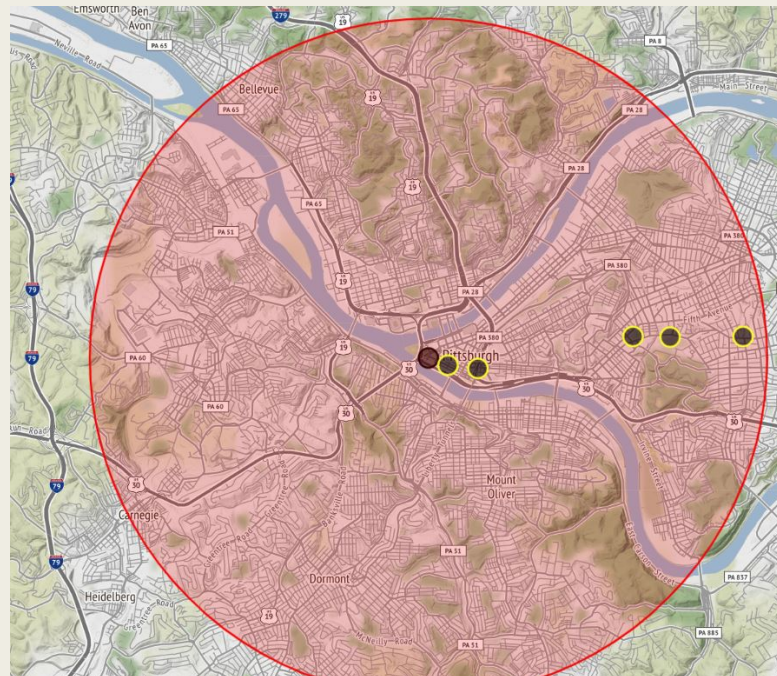


Criteria used to determine park location:

- Proximity and easy accessibility to running parks
- Near Colleges/Universities in region to facilitate partnerships with collegiate teams
- Not located “immediately” adjacent any existing competitors

Results

Maps Generated



Park Sizes

Out[24]:

	Park Name	Size Area	Latitude	Longitude
0	Frick Park	4.238350e+06	[[-79.8976574229061, 40.4395292781351], [-79....	[[-79.8976574229061, 40.4395292781351], [-79....
1	Schenley Park	3.035710e+06	[[-79.9450692465441, 40.434687524324], [-79.9....	[[-79.9450692465441, 40.434687524324], [-79.9....
2	Highland Park	2.846481e+06	[[-79.9137561554273, 40.4880365267797], [-79....	[[-79.9137561554273, 40.4880365267797], [-79....
3	Riverview Park	1.811034e+06	[[-80.0130276883929, 40.4832761374082], [-80....	[[-80.0130276883929, 40.4832761374082], [-80....
4	Emerald View Regional Park	7.727741e+05	[[-80.0314879138897, 40.4399943174112], [-80....	[[-80.0314879138897, 40.4399943174112], [-80....

Closest Venues in Proposed Area (competition check)

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out[59]:
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	name	categories	lat	lng
0	The Manor	Indie Movie Theater	40.437247	-79.922673
1	Waffallonia	Breakfast Spot	40.437772	-79.922844
2	Hidden Harbor	Cocktail Bar	40.437673	-79.919409
3	Gluuteny Bakery	Bakery	40.435304	-79.922782
4	Taiwanese Bistro Cafe 33	Taiwanese Restaurant	40.437643	-79.919236

Discussion and Conclusion

Hypothetical Optimal Location
chosen in real commercial
district

- Given stringent set of specific criteria
- Given client feedback on the matter



More analysis can be performed if needed
to examine additional location criterion