



Athens Wine Bars Business Analysis 2019

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This analysis was prepared in the context of
Applied Data Science Capstone by IBM/Coursera
The Battle of Neighborhoods



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Note: This is the preliminary report of Coursera Capstone Project (Week 1). Methodology, Analysis, Results and Discussion and Conclusion will be provided in week 2 of the assignment.

***“Applied Data Science Capstone Project
The Battle of Neighborhoods”***

Introduction – Business Opportunity

Athens Tourism Growth

A total of 33 million people visited destinations in Greece in 2018, generating more than 16 billion euros in revenues and breaking all performance records to date. The Greek Tourism Ministry is expecting Greece to see an increase in revenue from tourism and travel in 2019, compared to 2018¹. This trend is expected to continue in 2020.

According to recent data, the city of Athens continues to increase its share in Greece's tourism market, establishing itself solidly as a tourist destination all on its own. A total of 563,580 travelers arrived in Athens between October 1 and October 31, 2019, a number up by 9.6 percent compared to those seen in October of last year. The Greek capital hosted an impressive 5.7 million tourists between January 1 and October 31 this year, a figure up by 11.6 percent compared to 2018².

Athens Nightlife

Nightlife is one the highlights of Athens and business related to food and drinking has been always profitable. Visitors growth, led to new business opportunities, yet many neighborhoods became overpopulated with restaurants and bars. Competition became a significant barrier to open a successful business. Service diversification and location selection are nowadays the most important factors of success.

Greek Wine Trend

Between 2009 to 2016, Greek wines sales have increased by 81% in the United States by 562% in Japan, 556% in China, and 105% in Australia, a country that has its own

¹ <https://news.gtp.gr/2019/09/16/greece-expects-rise-2019-tourism-revenue/>

² <https://greece.greekreporter.com/2019/11/29/athens-continues-to-increase-its-share-in-greeces-tourism-market/>

reputation in fine winemaking. In addition to an increase in quantity of sales, consumers are also willing to pay more for Greek wine³. Greek wine is gaining reputation and opening a Greek wine related business is a good alternative to diversify from competition.

Business Opportunity – Wine Bars

In the current review we will try to locate the optimal location for opening a new bar business in Athens within 2020. Specifically, this report will be addressed to stakeholders interested in opening a Wine Bar in Athens, willing to exploit the tourism growth opportunities and Greek wine attraction.

How we will work

Since there are lots of bars in Athens, we will try to detect locations that are not already crowded with bars. At the same time, we will focus particularly in areas with no wine bars in vicinity. Since the tourism related areas are located mainly around the center of Athens, we would prefer locations as close to city center as possible. Nevertheless, areas near the seafront, which is not far from city center and at the same time is crowded with hotels and Airbnb accommodation, will be also examined.

For the analysis we will use data science tools to generate a cluster of promising neighborhoods based on the above-mentioned criteria. Advantages and disadvantages of each area will then be presented so that best possible final location can be chosen by stakeholders.

In the following chapter we will outline the data we will be using to solve the above-mentioned problem.

³ <https://www.dimins.com/blog/2019/10/29/greek-wines/>

Data

Based on definition of our problem, factors that will influence our decision are:

- number of existing bars in each neighborhood (any type of bar).
- number of and distance to Wine Bars in the neighborhood.
- distance of neighborhood from city center.
- trendy or famous areas proximity.

For the mapping analysis we will use regularly spaced grid of locations, centered around city center (Syntagma Square), to define Athens' neighborhoods.

A series of credible data sources will be used to extract/generate all necessary information required for the analysis. Specifically:

- Athens center's coordinates will be located using Google Maps API geocoding⁴. For the task a well-known Athens location, Syntagma Square will be selected.
- center points of candidate areas will be generated algorithmically. The approximate address (longitude and latitude) of each center point will be obtained using Google Maps API reverse geocoding.
- number of bars and their type and location in each neighborhood will be obtained using Foursquare API⁵.
- city's boroughs will be mapped using a public source providing their coordinates⁶.

⁴ <https://developers.google.com/maps/documentation/geocoding/intro>

⁵ <https://developer.foursquare.com/docs/api>

⁶ https://raw.githubusercontent.com/codeforamerica/click_that_hood/master/public/data/athens.geojson