Opening a Pizza Place in the Cities of Essen or Duesseldorf

Target

- Find a location for opening a Pizza Place in Essen or Duesseldorf

- The target group should be mainly young people who do not spend too much on a delicious meal

- Find regions where there are colleges and/or universities, but (almost) no Pizza Places yet.
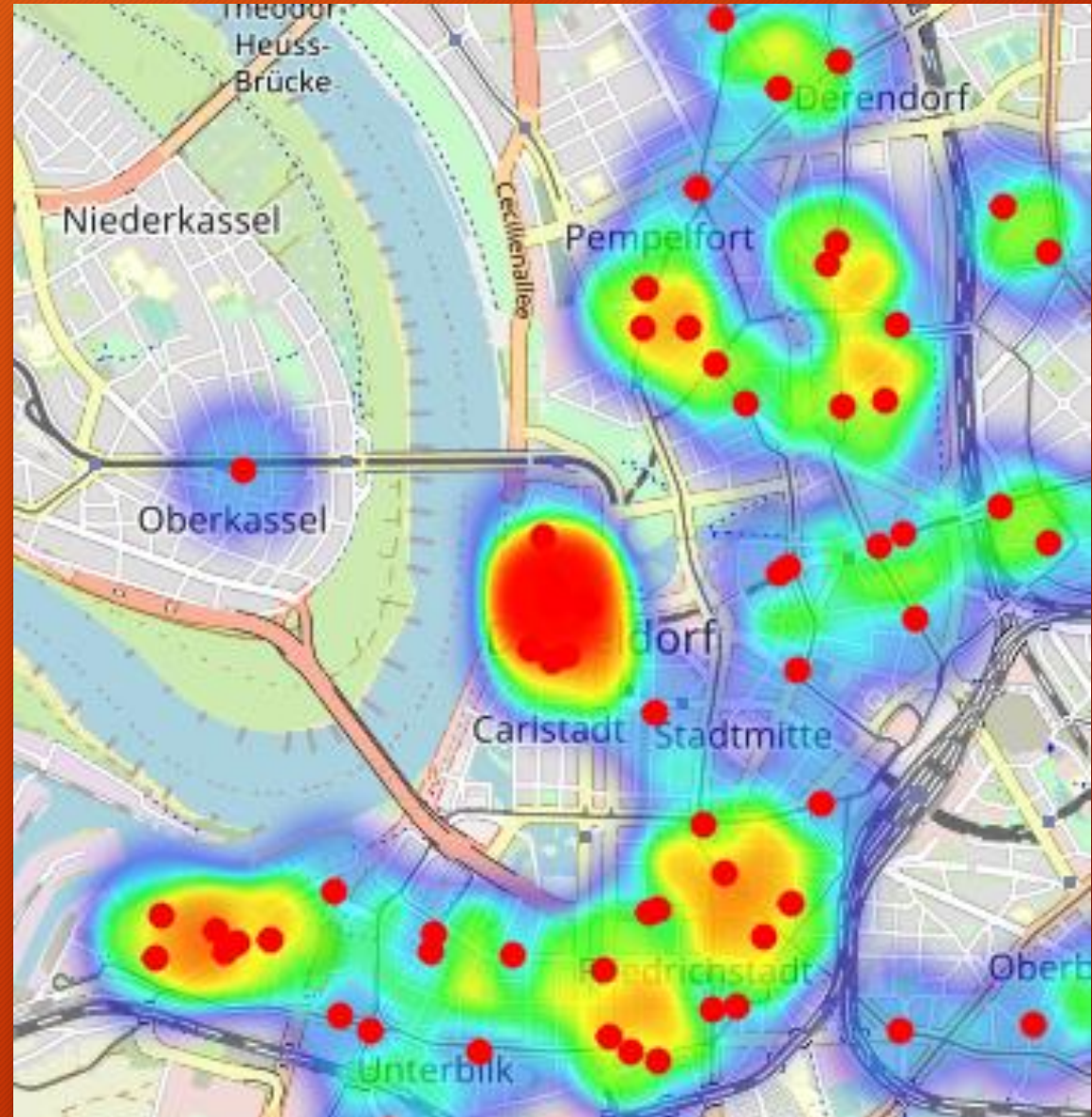
Data

- Foursquare
  - An independent platform that provides location data
  - Use the API to get geodata of Pizza Places, Colleges and Universities in the cities of Duesseldorf and Essen

- Folium
  - Python library
  - Visualize data from Python on an interactive leaflet map
  - Create maps for the cities of Duesseldorf and Essen to visualize locations of Pizza Places, Colleges and Universities

Findings - *Duesseldorf*

Clusters of Pizza Places can be found in both cities, suggesting that there is sufficiently high demand in these regions.
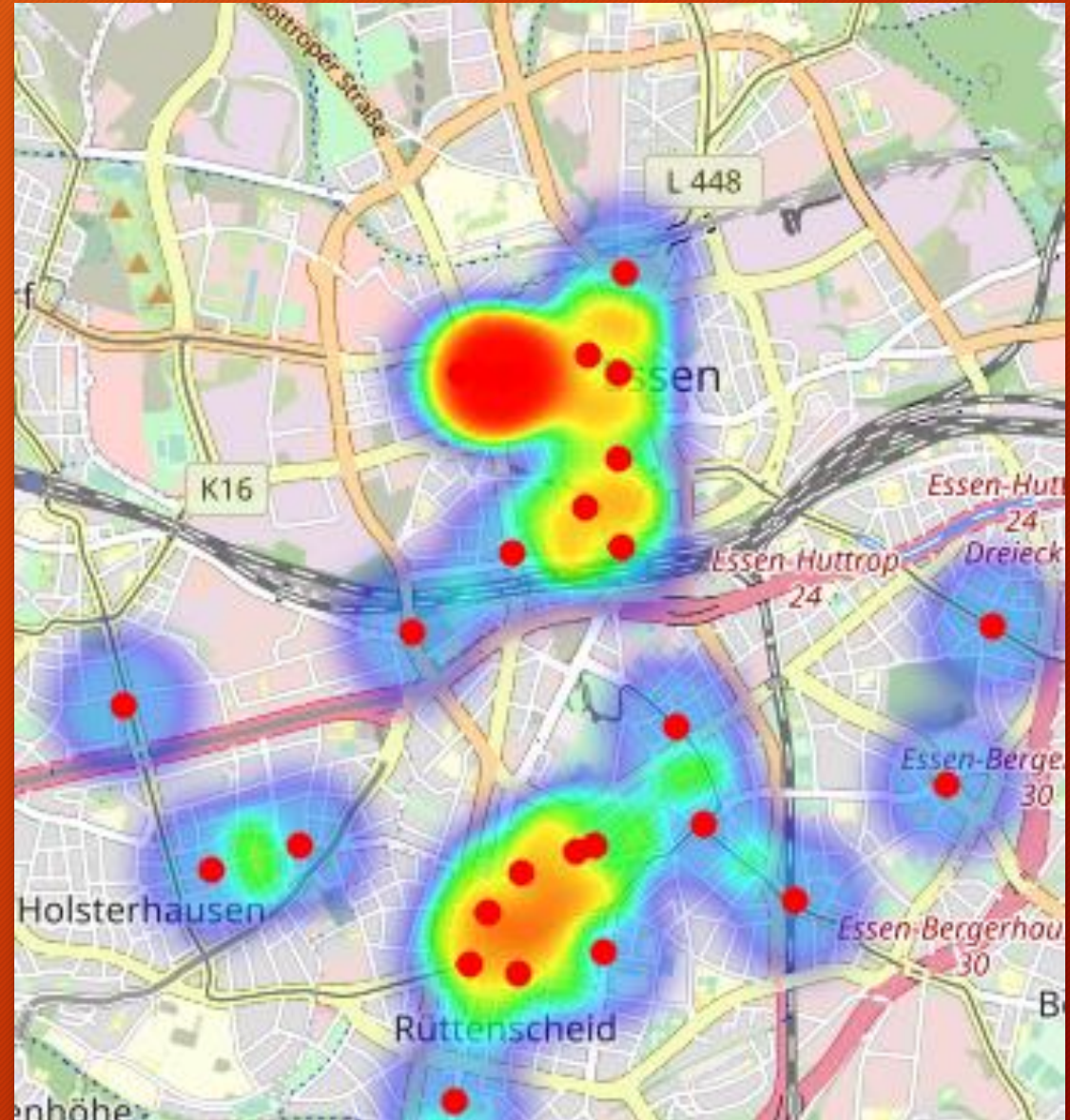
Duesseldorf →

Findings - *Essen*

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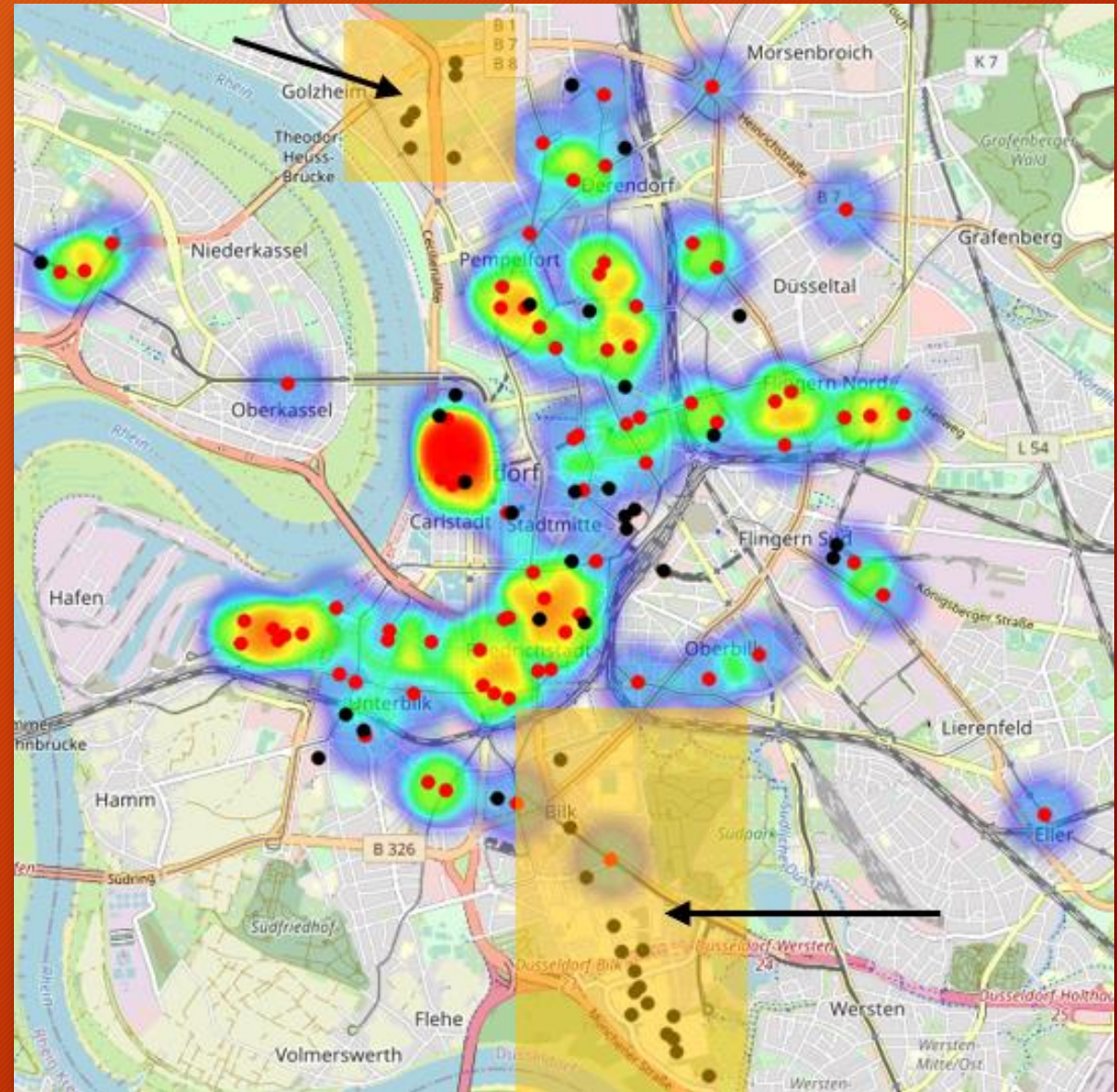
Essen →

Findings - *Duesseldorf*

There are regions in both cities where there are no or hardly any Pizza Places, but there are Colleges and/or Universities.
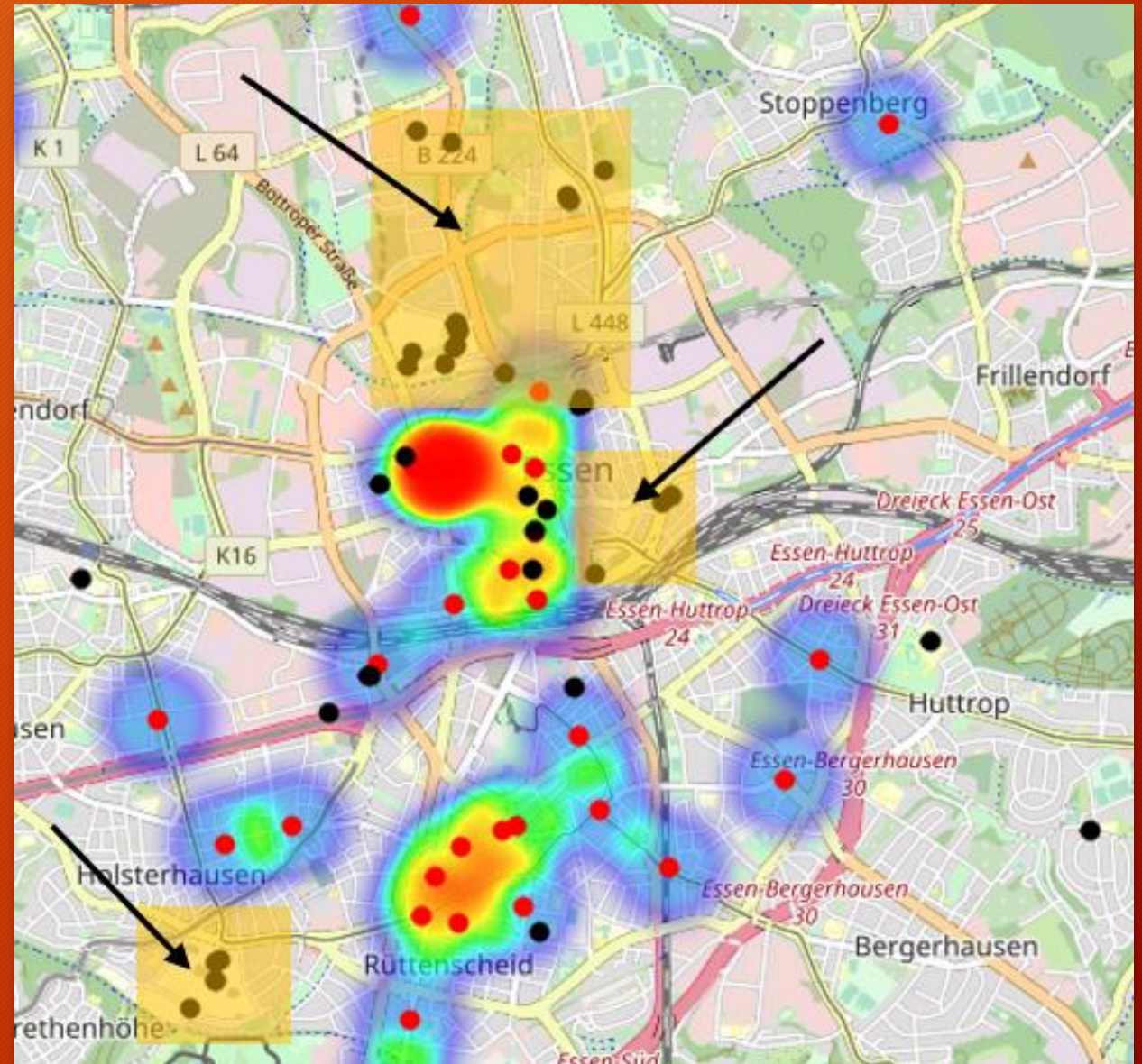
Duesseldorf →

Findings - *Essen*

There are regions in both cities where there are no or hardly any Pizza Places, but there are Colleges and/or Universities.

Essen →

Recommendations

- Explore the local conditions on site:
    - Real estate for opening the Pizza Place
    - Local infrastructure
    - Other establishments, offices, banks or businesses that could be potential customers for the Pizza Place

- Based on the findings:
    - Final decision in which region it makes the most sense to open a Pizza Place