

Opening a Pizza Place in the Cities of Essen or Duesseldorf



It stands to reason that locations where there are a lot of pizza places are in high demand. This could argue for opening a pizza place nearby there as well. At the same time, the competition there is high and the risk of not reaching a sufficient number of customers to enable the long-term maintenance of the restaurant is not negligible.

INTRODUCTION


A fictitious agent lives between Essen (North Rhine Westphalia, Germany) and Duesseldorf (North Rhine Westphalia, Germany). He has a plan to open a pizza place in Essen or in Duesseldorf. He already has precise ideas about the target group he would like to address in particular: People who do not want to spend too much money and at the same time are interested in getting something tasty to eat quickly.

One starting point is to first look at where pizza places are located in Essen and Duesseldorf. Are there places where there are particularly many pizza places? Are there places where there are no pizza places?

DATA

For the reasons mentioned above, other data points are added: Locations of colleges and universities. Why? Classes at schools and universities often last into the afternoon.

We assume that both groups of people do not feel like eating in the cafeteria every day and will therefore also eat at a pizza place nearby. Because of that we combine data points from pizza places with schools and universities. First, we visually represent the locations of the pizza places on a map to provide an initial overview of their locations.



Subsequently, we use a heat map to show the concentration of pizza restaurants more clearly. This way we can directly see where most of the pizza places are located.

Now we add locations of schools and universities to the map. Thereby, we can underline where there are educational institutions, but no or few pizza places. If we find such places, they could be a potential location for opening the pizza place.