

1. Introduction

1.1 Background

With more than 3.5 million inhabitants, Berlin is one of the most important markets for Germany's retailers. In grocery stores, four big players dominate the market: Edeka, Schwarz group (Lidl and Kaufland), Rewe, and Aldi (Nord & Sud). Based on the size, most of the stores can be categorized either in supermarkets or grocery stores. Usually, these players are looking for new locations to expand and increase revenues. Therefore, retailers need to identify new business opportunities to keep growing and improving their financial statements.

1.2 Problem

Data could contribute to determining which borough is oversaturated by competitors and which one needs more convenience stores. Based on the number of residents in each borough and the number of grocery stores, it could be possible to determine where retailers can open a new store. Consequently, this project aims to determine where retailers can open new stores in the city of Berlin.

1.3 Data

For this project, data from Foursquare related to convenience stores and Wikipedia demographic data from every borough in Berlin will be used. Overall, the idea is to calculate the number of stores per 100.000 inhabitants in a specific ratio to determine a market opportunity.