

Introduction & Business Problem :

Problem Background:

The City of Vigo, is the most populous city in Norwest of Spain. It is the financial and industrial capital of Norwest. in 2020 have a 500k population and provides lot of business oppourtunities. It has attracted many different players into the market. It is a global hub of business and commerce. The city is a major center business from the area, tourism, etc.

This means that the market is very competitive. The cost of doing business is one of the highest in the northwest of Spain. Therefore, any new business or commercial expansion must be carefully analyzed. The knowledge derived from the analysis will provide a good understanding of the business environment that will help to strategically target the market. This will help in risk reduction. And the return on investment will be reasonable.

Problem Description:

A pet grooming is a booming business, every day more people care about the appearance and care of their pet and invest more money in it.

So it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the Location such as:

- Vigo Population
- Vigo Demographics
- Competitors in same location
- Services of the competitors
- Segmentation of the Borough

Target Audience:

To recommend the correct location we will use Data Science. The objective is to locate and recommend what location in the city of Vigo will be the best option to start a pet grooming salon.

Success Criteria:

The criterion of success of the project will depend on a good recommendation in the choice of the location based on the lack of competition and the amount of potential clients in the area

Data :

One city will be analysed in this project : Vigo.

We will be using the below datasets for analysing Vigo

The neighborhood has a total of 27 postal codes. We will separate the data into postal codes to analyze them, essentially we will need a set of data containing the 27 postal codes as well as the coordinates of each one.

This dataset exists for free on the web. Link to the dataset is <http://distribtopostal.es/pontevedra/vigo>

We will use the list of all the pet hairdressers that currently exist in Vigo, for which we will need your data, especially your location. We will extract these data from:

<https://www.paxinasgalegas.es/resultados.aspx?tipo=2&ncom=&aynom=vigo&cllnom=&epinom=peluquer%C3%ADas%20caninas&epi=407&ay=310&prov=&pagina=0>

For the below analysis we will get data from wikipedia as given below :

Vigo Population

Vigo Demographics

<https://es.wikipedia.org/wiki/Vigo#Poblaci%C3%B3n>

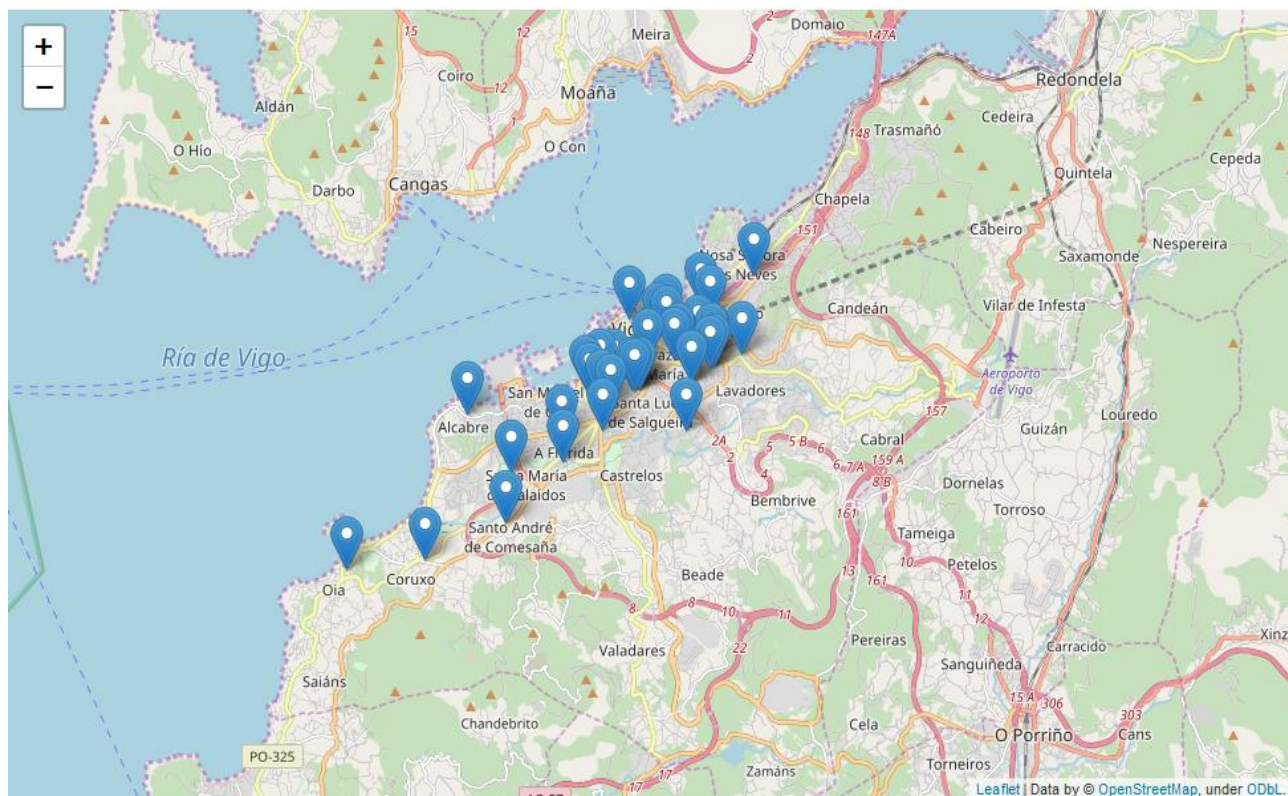
<https://es.wikipedia.org/wiki/Vigo#Demograf%C3%ADa>

Once the data is extracted we will have a dataset as the next one with which we will work to do the análisis.

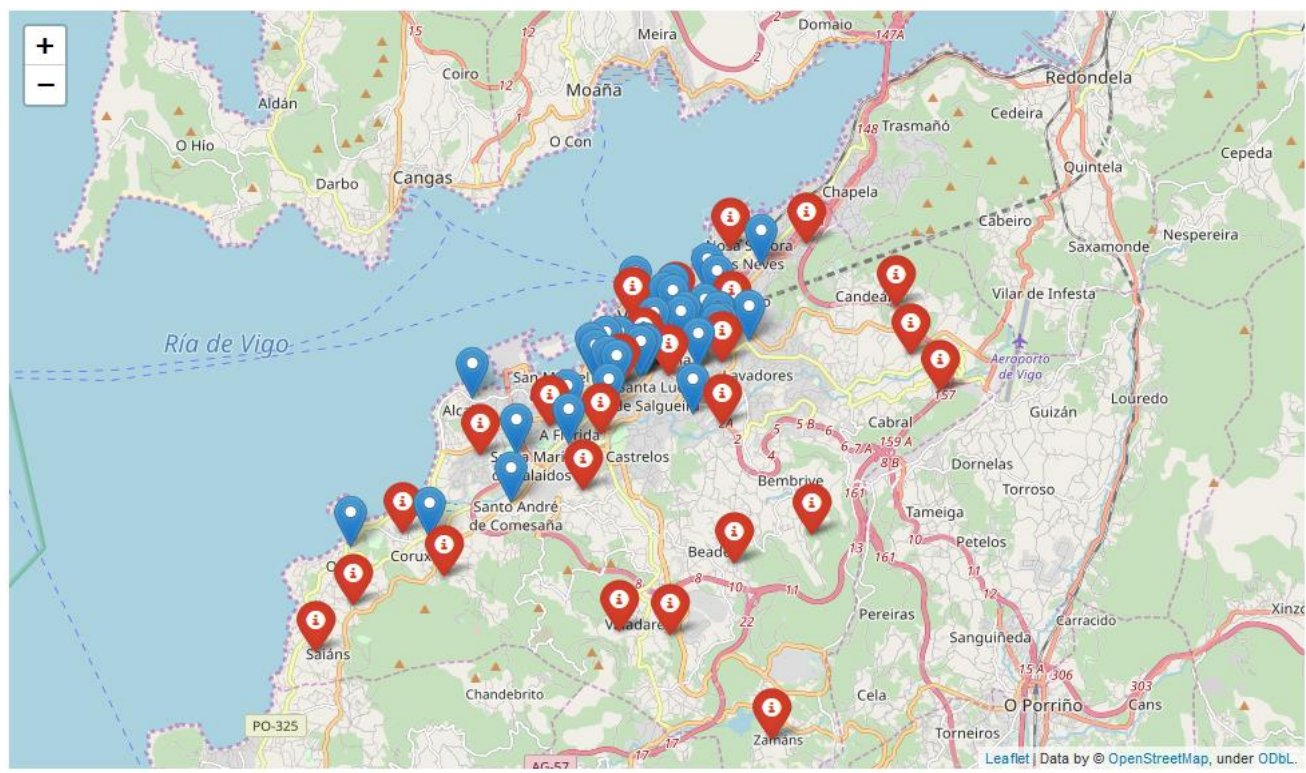
	Name	WebPage	Tel	Mvl	Street	CP	LAT	LNG
0	A Raposeira Centro Veterinario	https://www.cvaraposeira.com	986115940	698178456	Avda. Alcalde Gregorio Espino, 50 Baixo Loc. 1	36205	42.2272574523739	-8.70917184356381
1	Alma da Lúa	https://www.facebook.com/AlmaDaLuaPelu/	661603023	661603023	Avda. Alcalde Gregorio Espino, 48 Loc. 5	36205	42.2275123837456	-8.70894625782967
2	Aqua Canis	https://www.aquacanis.es	886126023		Teixugueiras, 22 Loc. 2 Int. - NAVIA	36212	42.2103963506366	-8.75559299004809
3	B B Alimentación Animal	https://www.facebook.com/ByBvigo/	986194510		Pino, 61 Bajo	36206	42.2338905872955	-8.70751261711121
4	Ben Pets	http://www.benandpets.com	886303096	622717882	Pintor San Luis, 7	36205	42.2326896710838	-8.69586142071967
5	Bewi Vigo	http://www.bewivigo.es	986207802		Ctra. Camposancos, 58 - San Andres Comesaña	36213	42.2010039365674	-8.75696986913681
6	Bicho's	https://www.facebook.com/bichosvigo/	986482021		Santo Domingo, 4 Bajo	36204	42.2323027412556	-8.7126088142395
7	C. Veterinaria Gecko	http://www.geckoveterinaria.es	986139310		Cristo, 13 Bajo	36205	42.2302869441609	-8.70318194477466
8	Cans Bubbles	https://www.facebook.com/cansandbubbles/	986904957	687052931	Zamora, 48 Bajo	36203	42.2258681322519	-8.72248004977951
9	Castrelos		986111312		Cesáreo González, 27	36310	42.2184182445116	-8.73190060257912
10	Centro Veterinario Travesía	http://www.travesiavet.es	986252751		Baixada a Mestre Chané, 7	36206	42.2393545504438	-8.70420411229134
11	Centro Veterinario Trece de Diciembre	http://www.13dediciembre.es	886133425	698128843	Avda. Buenos Aires, 49-51 Bajo	36207	42.2472295624124	-8.69304478168488
12	Chip-Dog	https://www.facebook.com/ChipDogVigo/	986419474		Avda. Camelias, 91 (Pza. 8 de Marzo)	36211	42.2273753408065	-8.729447722435
13	Clínica Veterinaria García Barbón	http://www.cvgarciabarbon.es	986128821		Alfonso XIII, 9 Bajo	36201	42.2355656165887	-8.71546268463135
14	Clínica Veterinaria San Antón	https://www.facebook.com/TeaSanAnton/	986412122	607494713	Pizarro, 57 Bajo	36204	42.2314646535348	-8.71349930763245

Study:

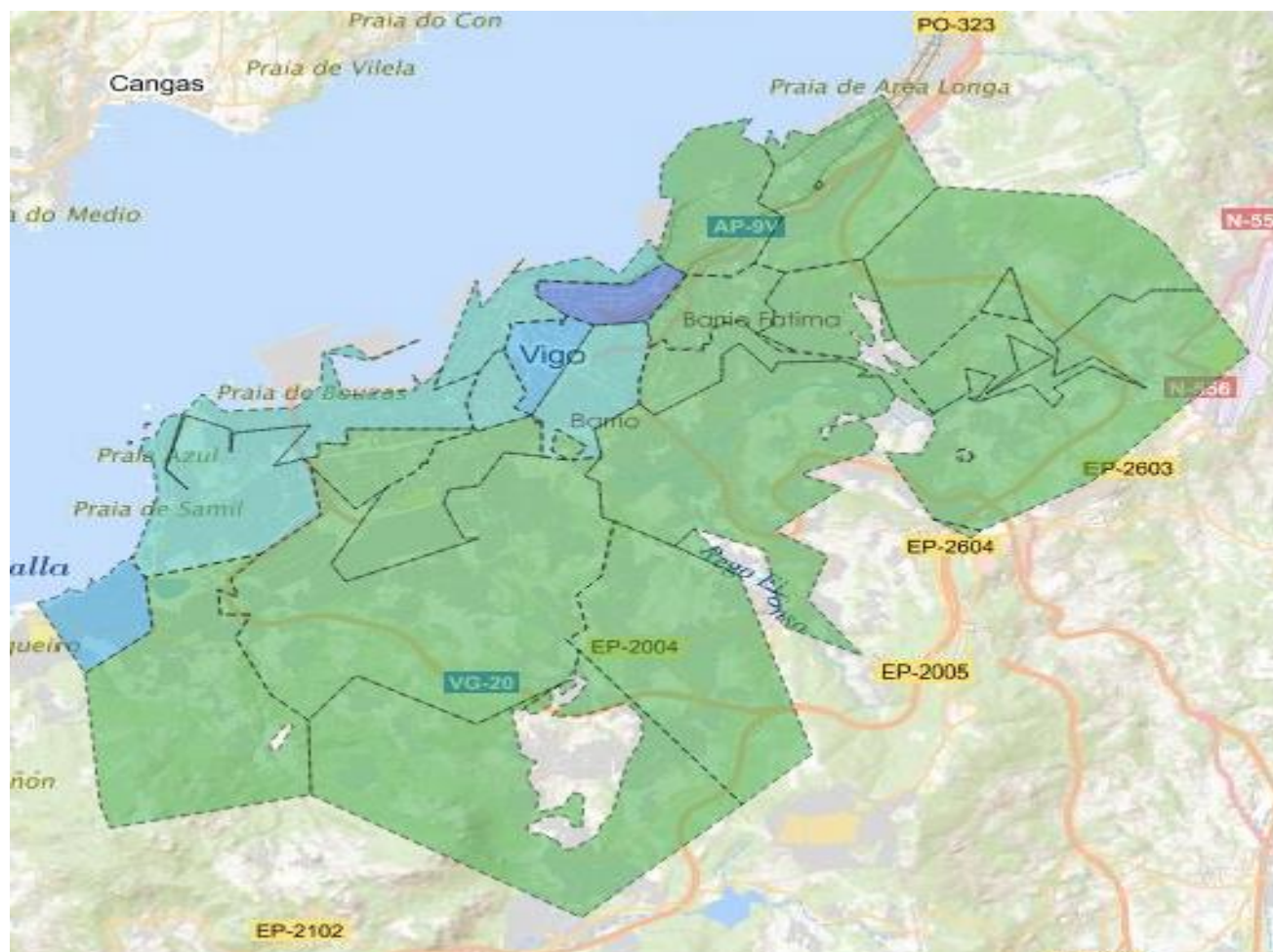
<This is the current distribution of pet groomers in the city of Vigo:



Here we mark in red the areas where there are currently no pet groomers:



This would be the map with demographic data and areas where wages are higher:



With all these data, an area is defined as the most interesting one to open a new pet grooming business. the winning neighborhood is Bouzas

