

A new bakery in Vienna



Motivation of the topic

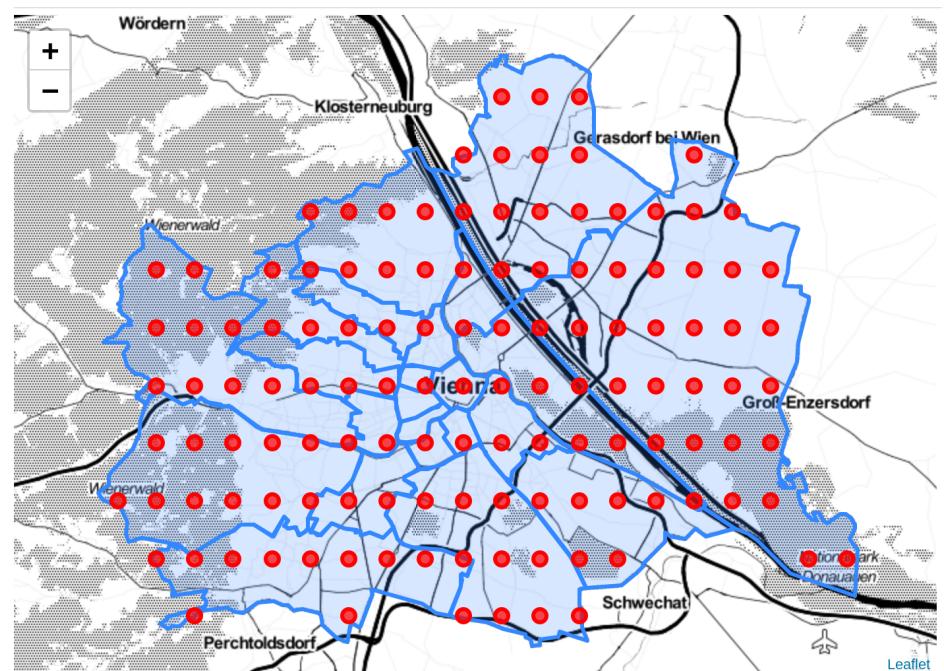
- Can location data from Foursquare be used to motivate the location for a new bakery in Vienna?
- What kind of data would be necessary, how good is the data from Foursquare?

Data Sources

- Data on the locations of bakeries and supermarkets in Vienna from Foursquare API
- Geographical data on the districts in Vienna from geojson file
- Geographical data on boundaries of Vienna from geojson file
- Population data from Wikipedia page on the districts of Vienna

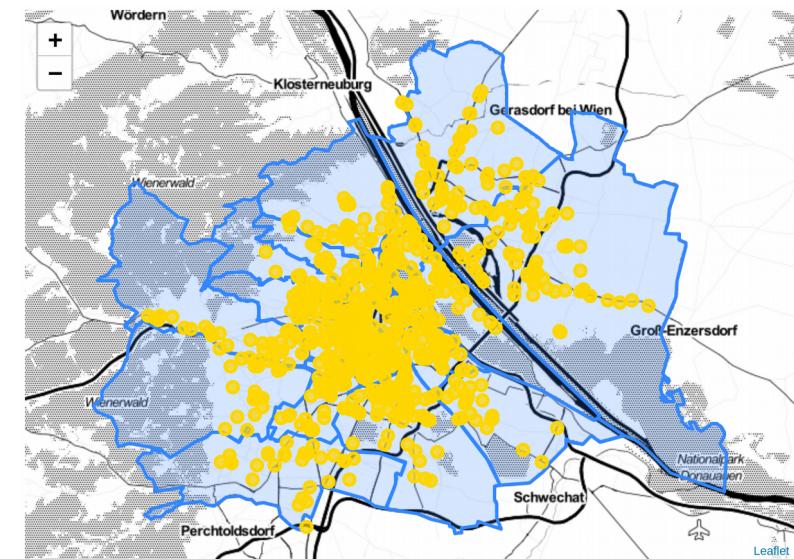
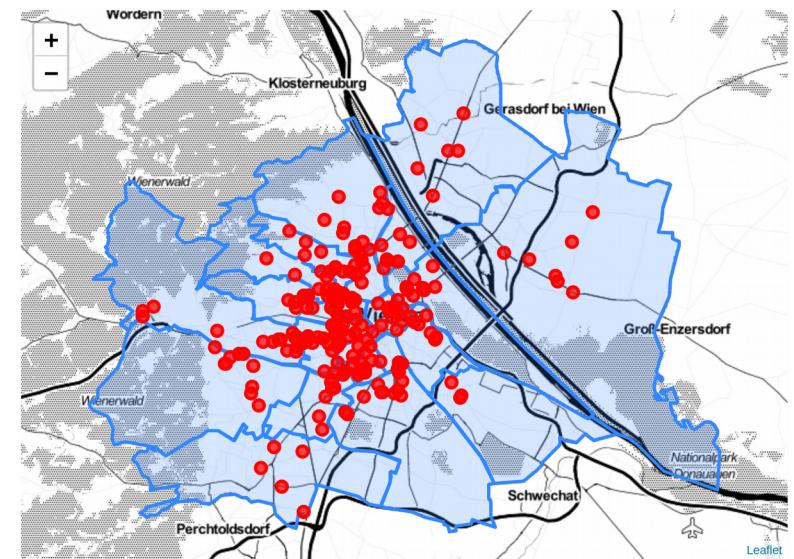
Foursquare data

- Geojson used to create a grid over Vienna
- Used Foursquare API to search for bakeries and supermarkets around each point



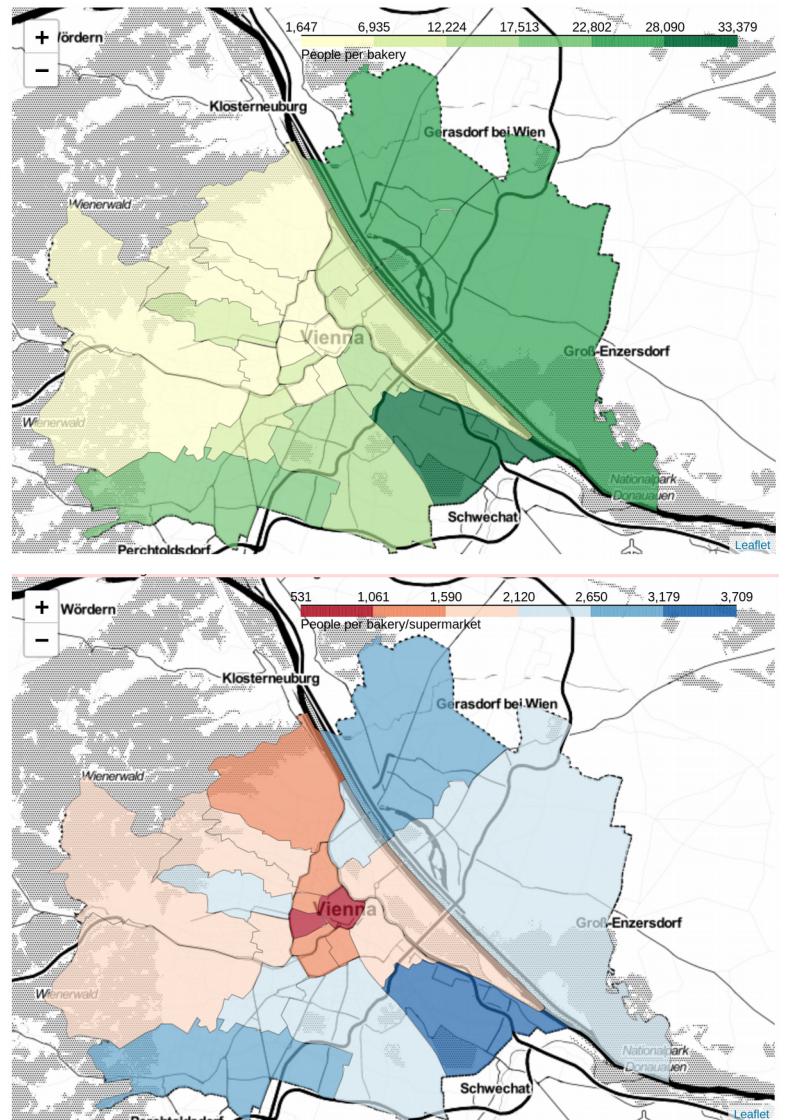
Bakery and supermarket locations

- Bakeries in red
- Supermarkets in yellow
- Concentration around inner city can be seen

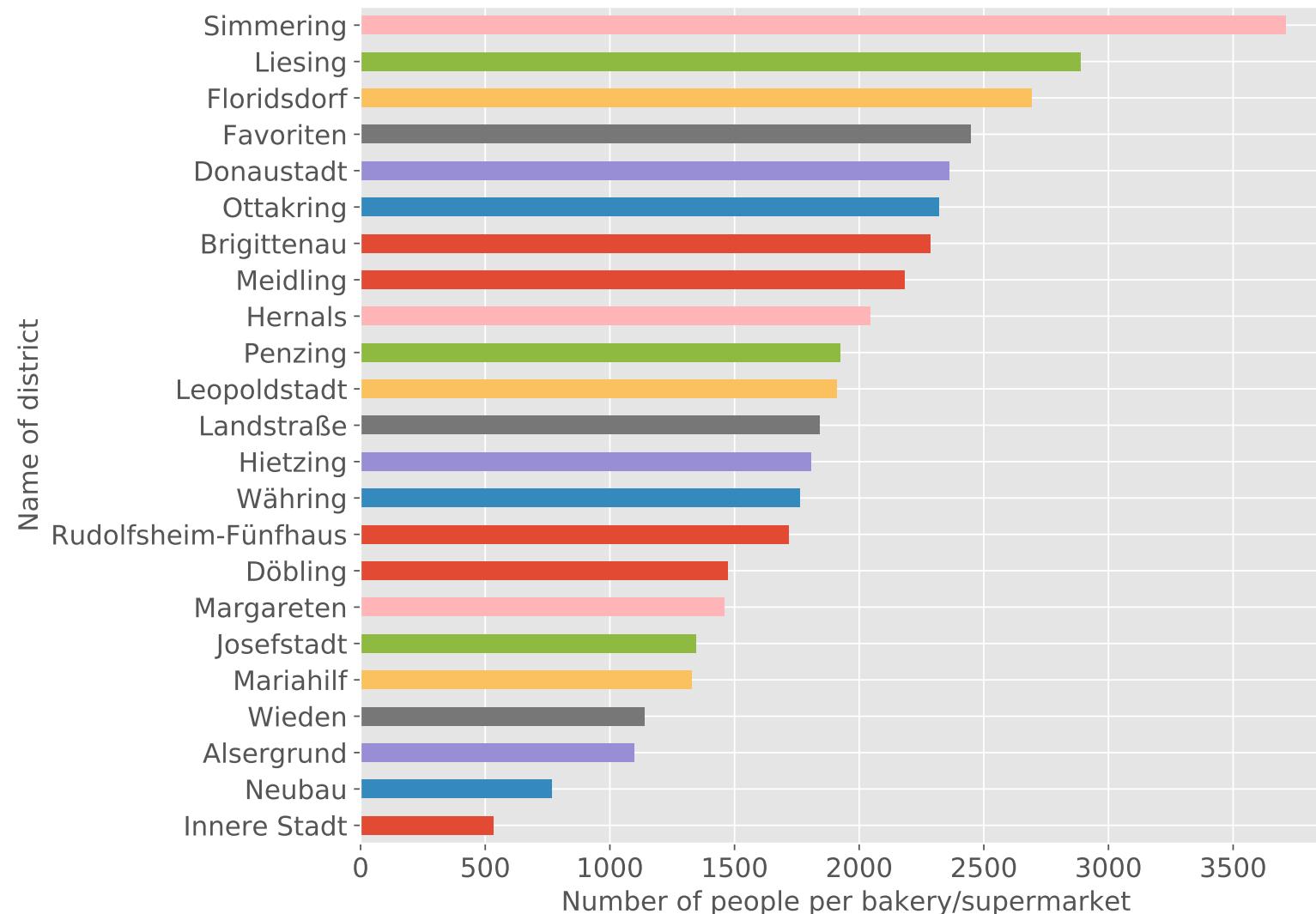


Relation with population density

- Number of bakeries and supermarkets counted in each district
- Number of people (potential customers) per bakery higher in outer districts → good for new bakery



Bar chart of number per bakery



Conclusions

- Outer districts are probably more favourable for new bakery location → More customers per bakery
- Analysis is very coarse. Finer population data needed.
- Movement of people during day, tourism and other factors not accounted for.