Where to open a bakery in the city center of Amsterdam?

Introduction

- Opening a bakery on the best location.
- Criteria:
  - Close to the city center
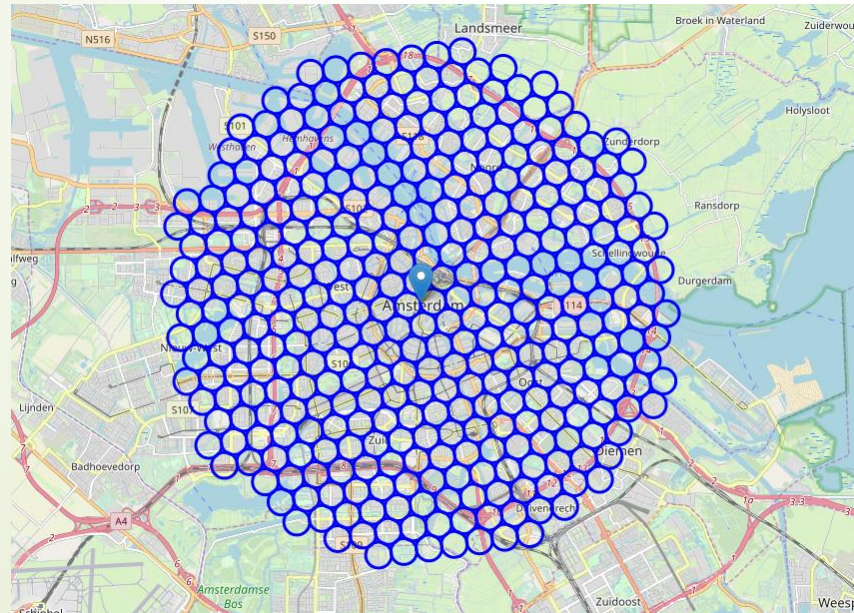 - No other bakeries nearby

Data

- Google Maps API - location of the city center of Amsterdam
- Google Maps API – location of the centers of the created neighbourhoods
- Foursquare API - location and information of bakeries in/around the city center of Amsterdam
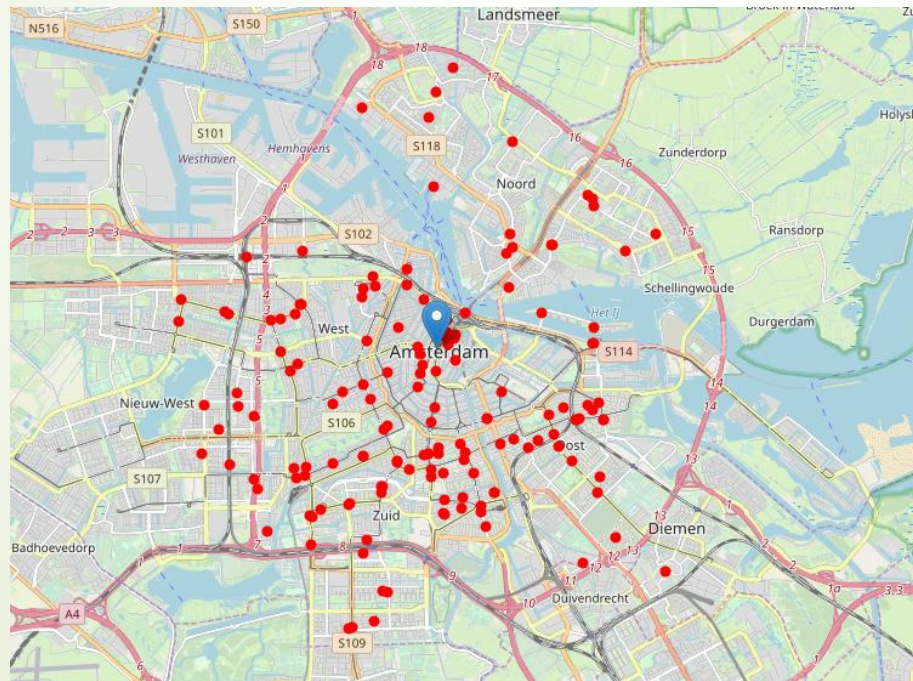
Creating neighbourhoods

- ‘De Dam’ is taken as the city center of Amsterdam

- With a grid neighbourhoods were created with a radius of 300 meters and mapped on the city map

Gather venues

- Bakeries in/around the city center were obtained via the Foursquare API and mapped on the city map
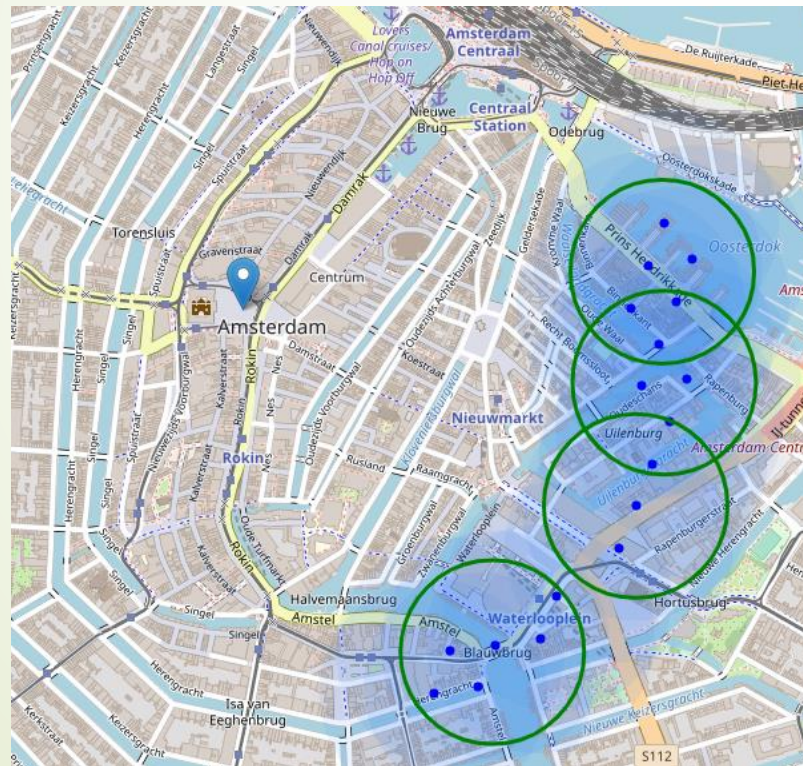
Focus area
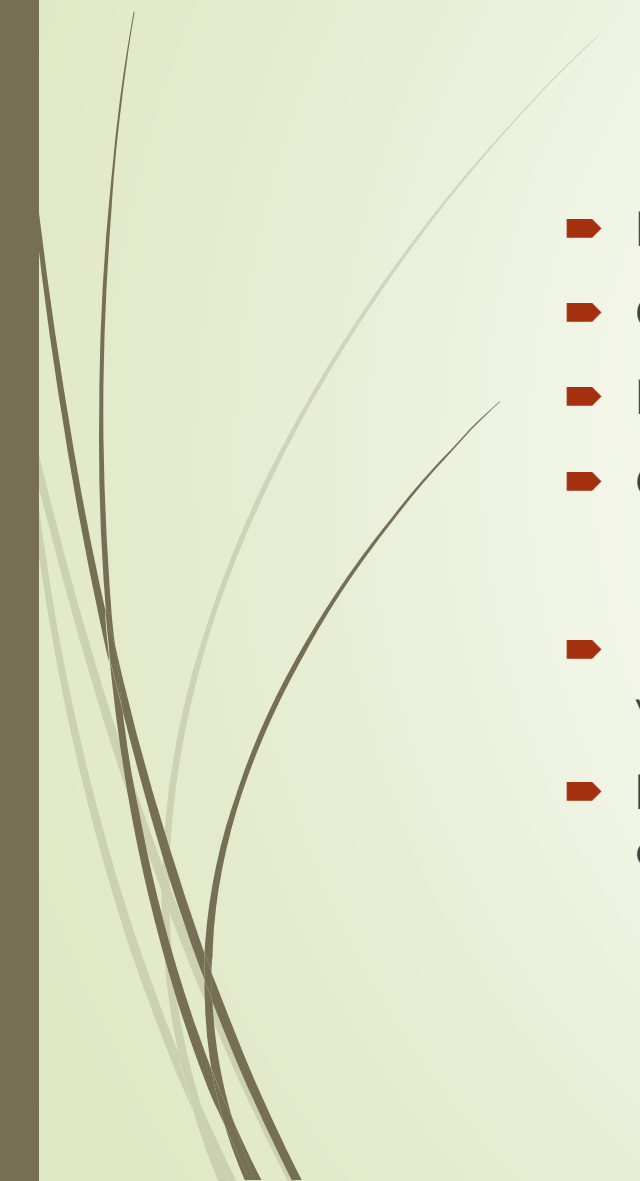
- Create a heat map and a focus area

Cluster potential locations to zones

- Potential locations, that meet the criteria, are clustered to find zones of interest.

Results & discussion

- Four zones found in the south-east part of the city center.

- Close to city center (≤ 1 km)

- No other bakeries nearby (within 500 meters)

- On the way from central station to Artis (popular zoo)

- Analysis is a starting point. We have to find out why there are no bakeries yet in these zones.

- It is up to the stakeholders to consider more information about these zones and make a final decision where to locate the new bakery.

Conclusion

- Potential locations for a bakery were narrowed down.

- Based on the criteria we have found potential zones to open a bakery.

- The stakeholders can investigate these zones and make a decision.