



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



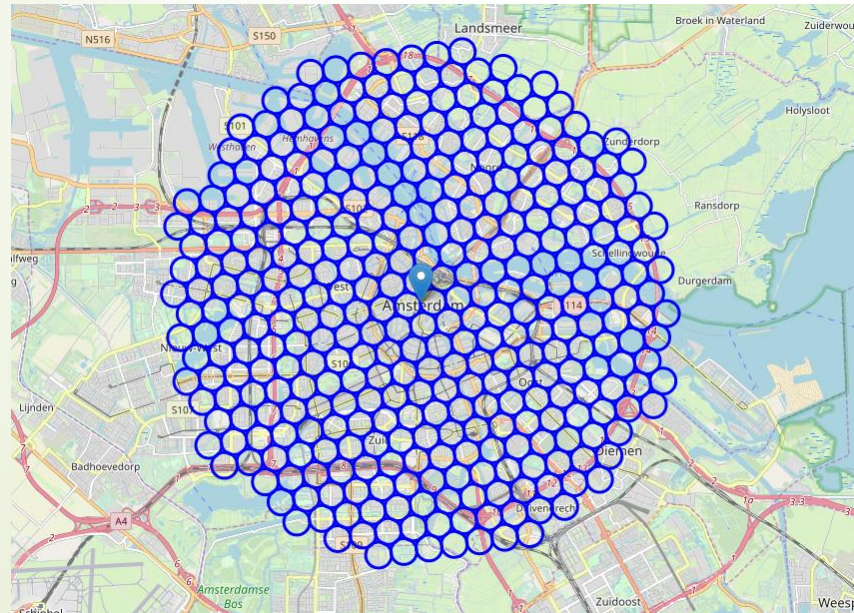
Data



- 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

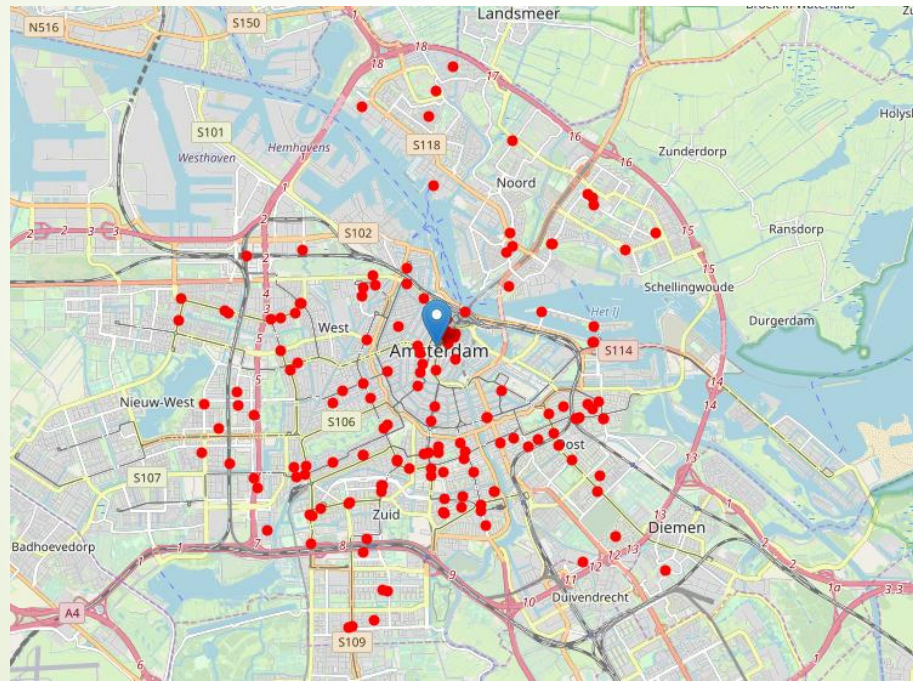
Creating neighbourhoods

- '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



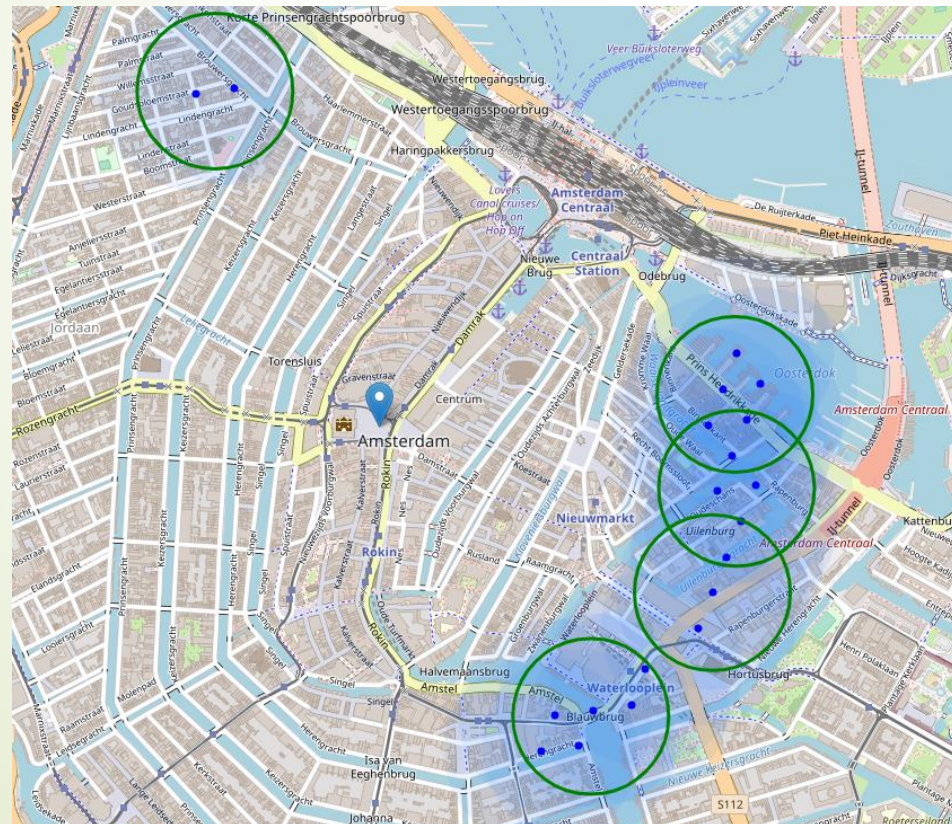
Focus area

- Create a heat map and a focus area



Cluster potential locations to zones

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





Results & discussion

- Close to city center (≤ 1 km)
- No other bakeries nearby (within 500 meters)
- Four zones found in the south-east part of the city center.
 - On the way from central station to Artis (popular zoo)
- One zone in the north-west
 - In the Jordaan, a popular & romantic part of Amsterdam
- 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.
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