



ZAGREB PROJECT

JANUARY 2021

Best neighborhood to open Hair Salon in Zagreb

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BUSINESS PROBLEM

Hair Salon „Best hairs for foreigners“ wants to open a shop in Zagreb close to coffee shops, hotels and hostels as it is specialized for tourists in Zagreb, Croatia.



BUSINESS PROBLEM

Neighbourhood with most coffees, hotels and hostels is the most suitable choice for Hair cut salon specialized for tourists.



METHODOLOGY SECTION AND DATA

Analysis was made in JupyterLab
using Python.

In order to explore location using Foursquare
data starting address (Main Square of
Zagreb) was appointed.



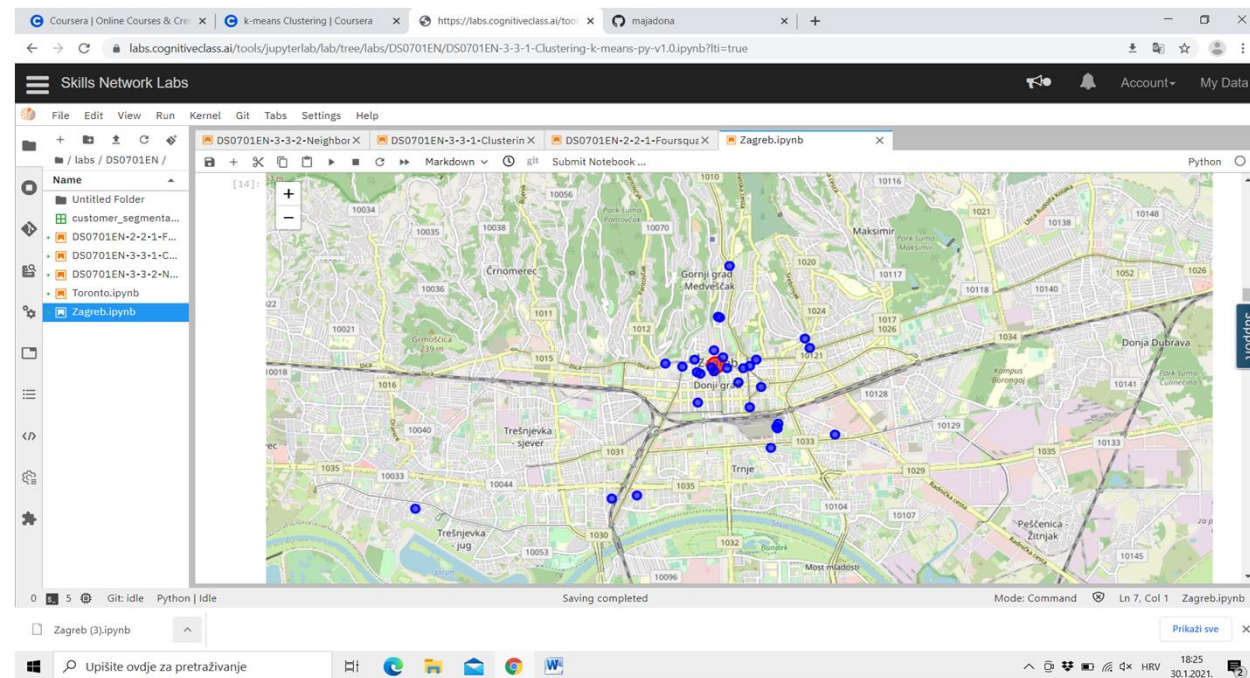
METHODOLOGY SECTION AND DATA

Radius of 20km around the Main Sqaure of Zagreb was explore.



METHODOLOGY SECTION AND DATA

Example of the map can be seen below



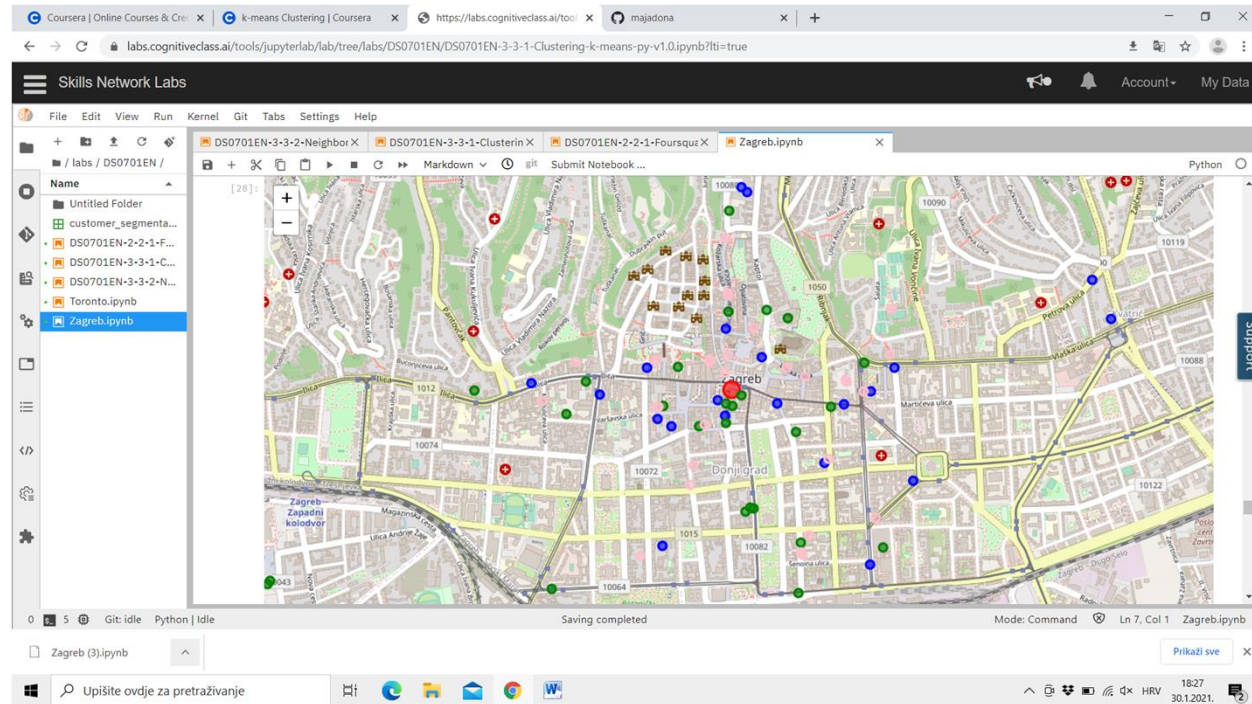
EXPLORING TRENDING VENUES

No trending venues are
available at the moment!



RESULTS SECTION

Analyzed venues: coffee shops, hotels and hostels,



RESULTS SECTION

The best neighbourhood in Zagreb for opening the Hair salon

DONJI GRAD



DISCUSSION SECTION

As any research, also the research “Zagreb project” has limitations. One of the limitation is the fact that all venues in Zagreb are not in Foursquare data and that the Research was done during Pandemic time in 2021 when many venues are closed.



CONCLUSION

Hair Salon „Best hairs for foreigners“ who wants to open a shop in Zagreb close to coffee shops, hotels and hostels as it is specialized for tourists in Zagreb, Croatia should choose neighbourhood "Donji grad" as most of the venues are located where.



YOUR QUESTIONS AND COMMENTS

THANK YOU

