

ZAGREB PROJECT

Best neighborhood to open Hair Salon in Zagreb

Zagreb Project

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The analysis will show which is the best neighborhood to open a hair salon.

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Introduction/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. In order to find best location, coffees, hotels and hostels locations will be analyzed in radius of 20km from Main Square of Zagreb, address: Trg bana Josipa Jelacica, 1, Zagreb, Croatia. The analysis will show which is the best neighborhood to open a hair salon.

Description of Data

A description of the Data and how it will be used

All relevant libraries will be imported in Notebook. Information on the locations of cafes, hotels and hostels will be obtained from Foursquare. We will define Foursquare Credentials in order to get necessary data and the results from Foursquare. Relevant part of JSON we will transform into pandas dataframe and define information of interest and filter dataframes. We will need information about locations of coffees, hotels and hostels in Zagreb i radius of 20km from the Main Square. We will present data visually using maps for each of three different types of venues (coffees, hotels and hostels) and finally get the answer of the neighbourhood in Zagreb where most of these venues are located. We will check also if there are maybe some trending venues in Zagreb. Neighbourhood with most coffees, hotels and hostels is the most suitable choice for Hair cut salon specialized for tourists.

Coffees

Methodology section

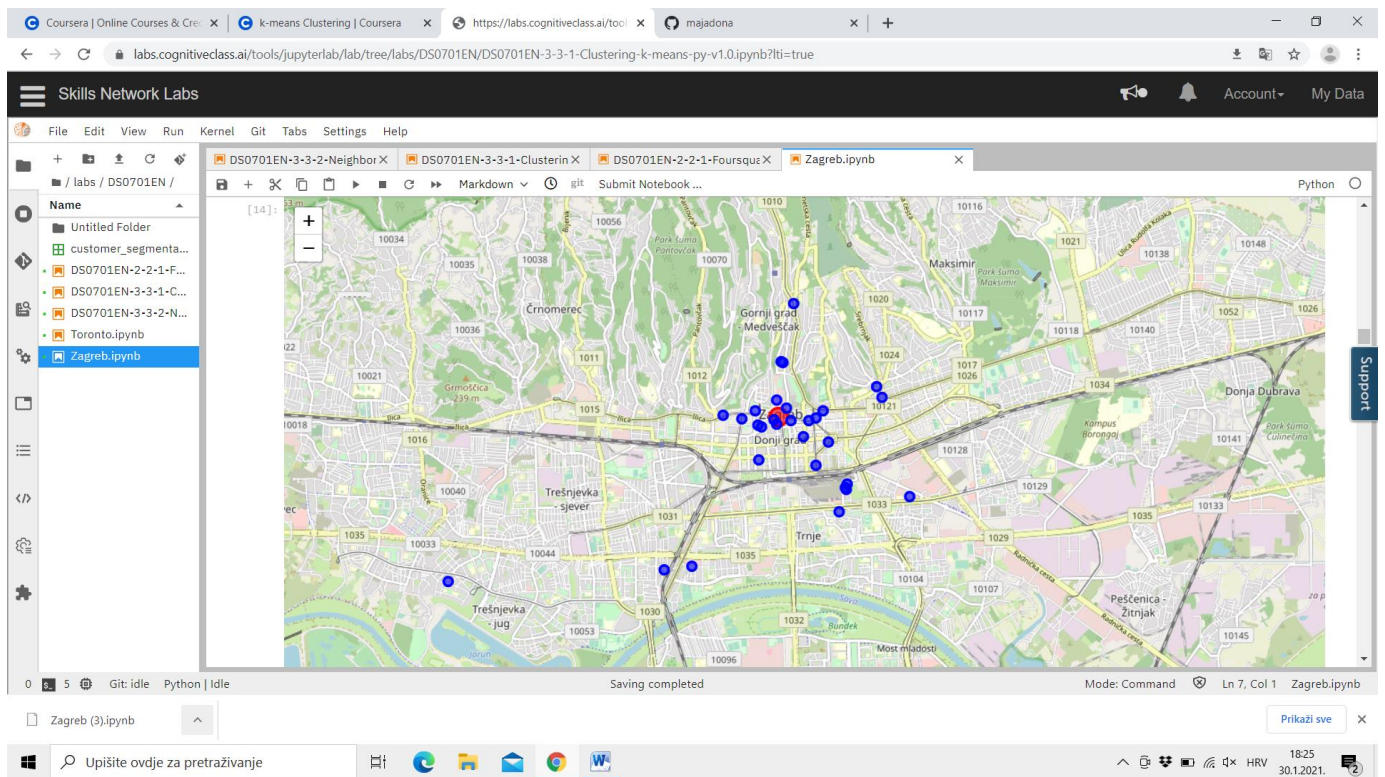
Analysis was made in JupyterLab using Python. Libraries which were needed were for analysis were imported: requests, pandas, numpy, random and folium.

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

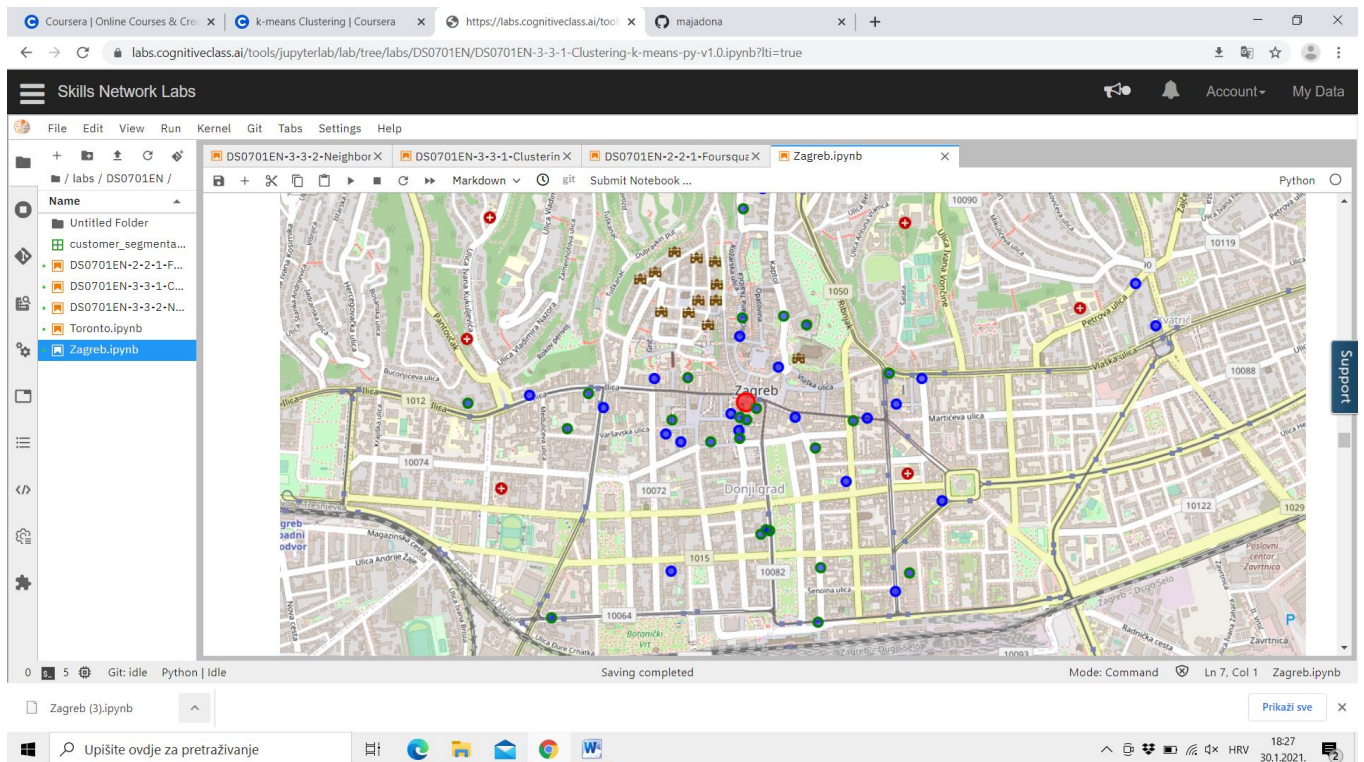
Starting address: Trg bana Josipa Jelacica 1, Zagreb, Croatia (Main Square)

Radius of 20km around the Main Square of Zagreb was explored. Coffees, hotels and hostels location were explored and maps were displayed in order to find out which neighbourhood in Zagreb has most venues (coffees, hotels and hostels) as Hair Salon was specialized for foreigners and wanted to open the Salon close to many of these venues. Example of the map can be seen below Map 1. and Map2.

Map 1. Showing coffees shops in radius of 20km from Main Square Zagreb



Map 2. Showing hotels in radius of 20km from Main Square Zagreb



Finally all venues were analyzed in one map in order to find neighbourhood in Zagreb which has most of venues.

At the end all dataframes containing information about venues were once again analyzed (`dataframe_filtered.describe`) in order to check if some more data can be important for the analysis.

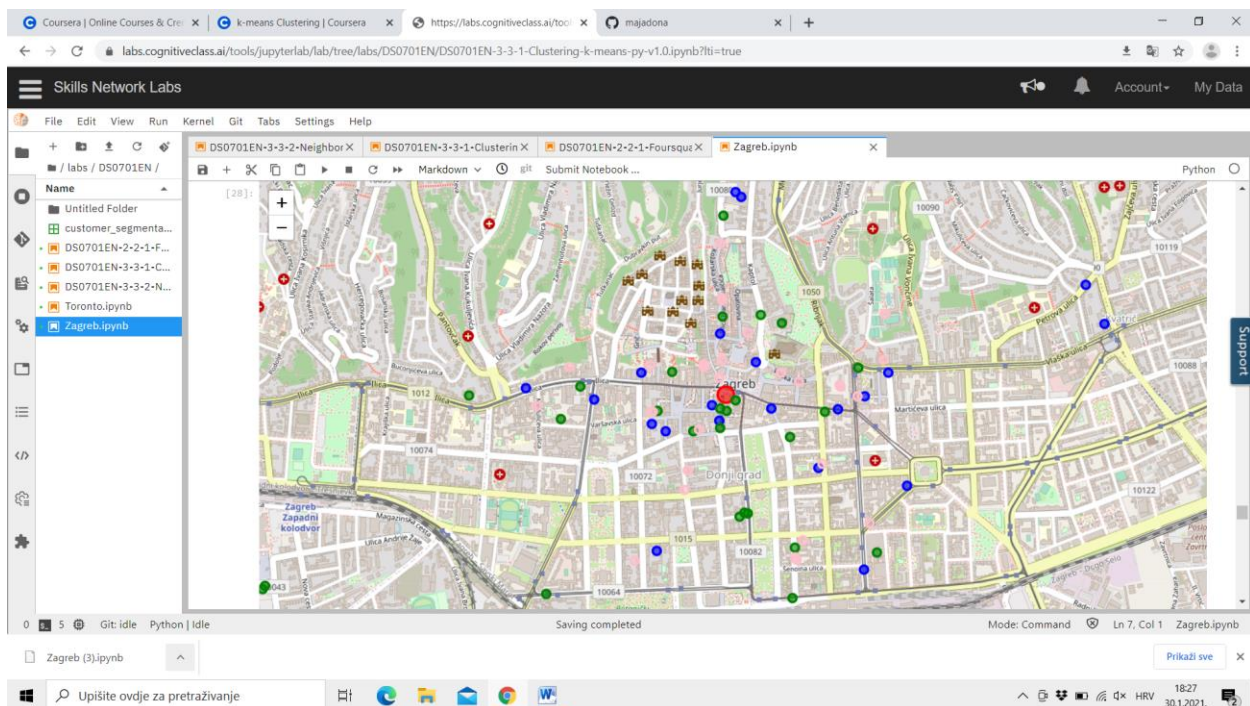
Exploring Trending Venues

Analysis of trending venues was added to Zagreb Project in order to get the answer if any of new venues is trending as this could be a valuable information for analysis. 'No trending venues are available at the moment!'

Results section

In order to find the best neighbourhood in Zagreb for opening the Hairsalon all analyzed venues were displayed in one map and analysis shows that the best neighbourhood is Donji grad. Final result can be seen in Map3.

Map 3. Analyzed venues (coffee shops, hotels and hostels) in Zagreb



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.

Conlusion

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.