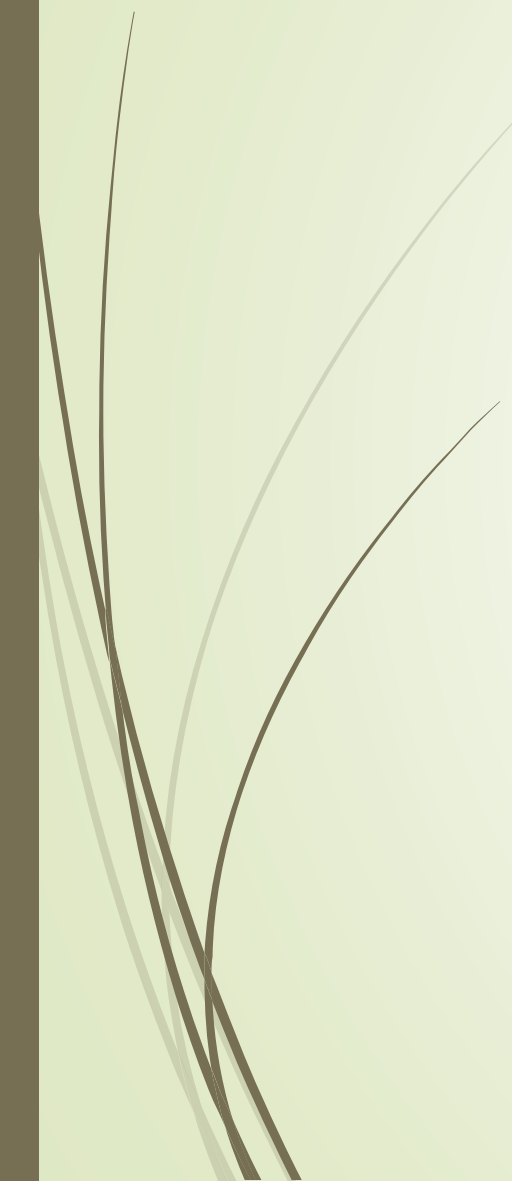




# Coursera Capstone Project – The Battle of Neighbourhoods

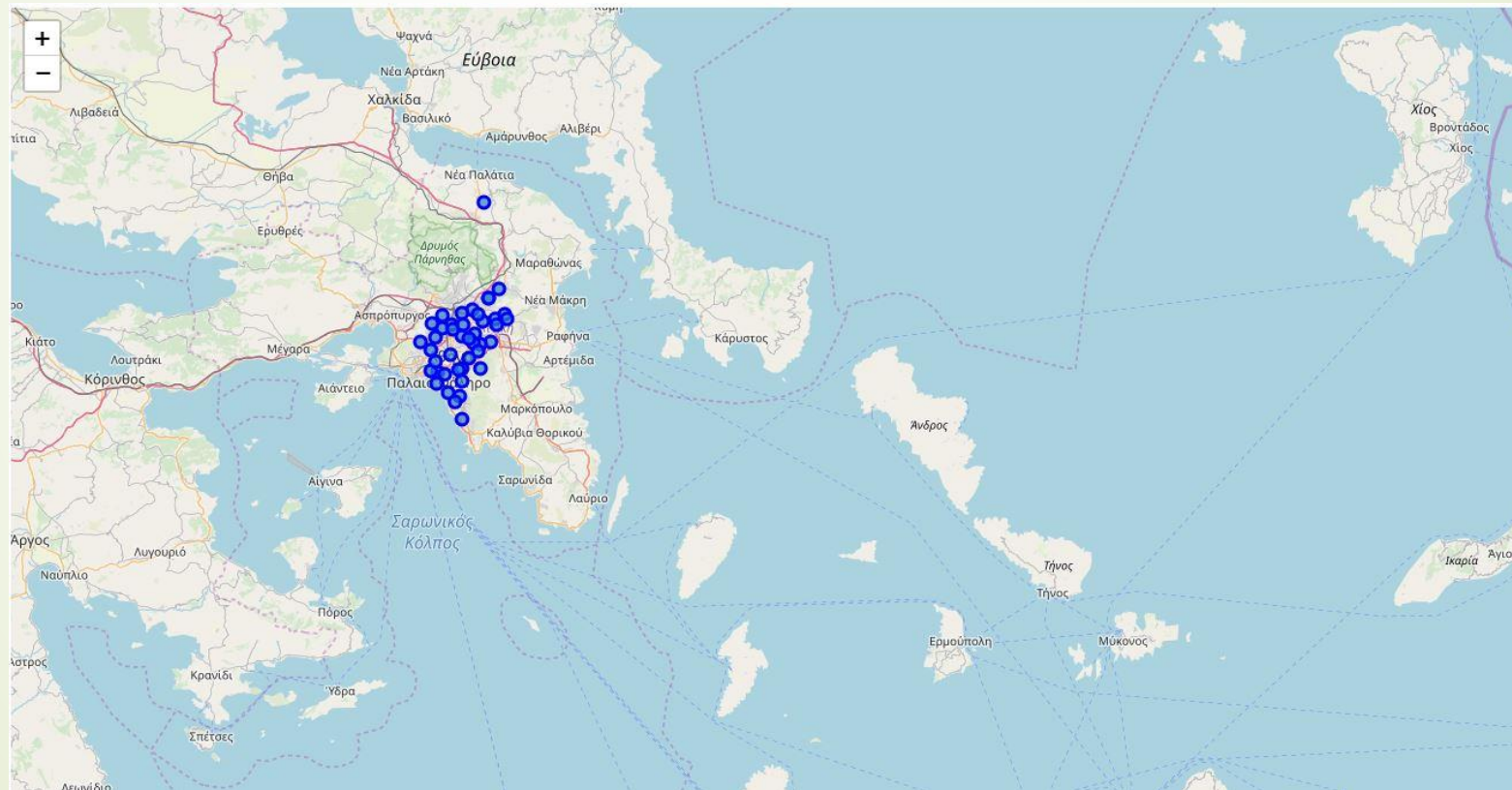


# Introduction and Business Problem

- ▶ A customer wants to open a Pizza Restaurant in Athens, Greece.
  - ▶ Athens has 47 municipalities.
  - ▶ Customer's target groups are High Schools, Universities & Colleges and Offices.
  - ▶ The purpose of this presentation is to define which municipality of the city of Athens is most suitable for Pizza Restaurant based on the 3 target groups.
  - ▶ Foursquare API and Wikipedia was used to retrieve the relevant data.
  - ▶ A point system has been used to define the most suitable municipality based on the importance and spending power of the 3 target groups (Existing Pizza Places -1 points, School 0.5 points, University/College 1 point, Office 2 points).
- 

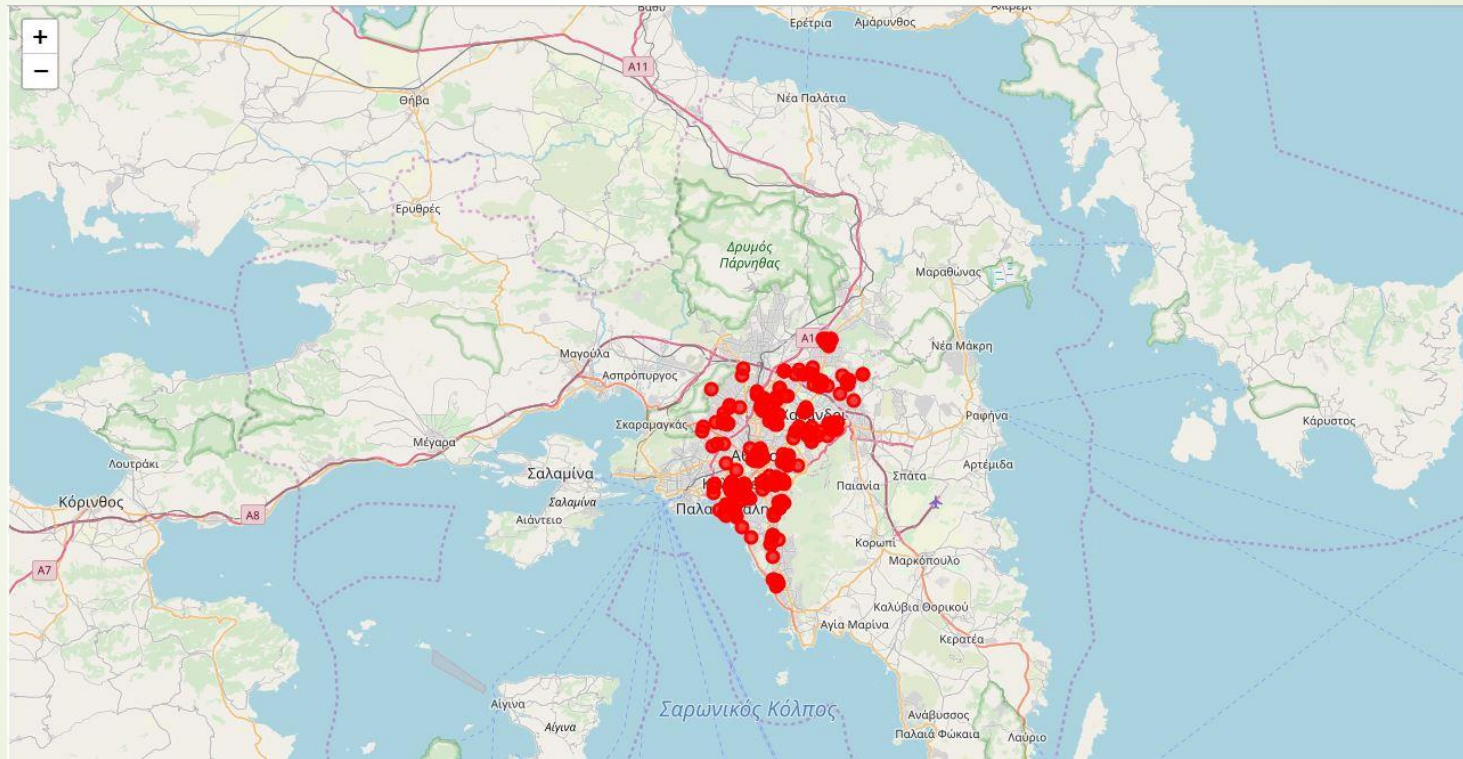
# Area of Interest – Athens, Greece

- Athens is the capital and biggest city of Greece.
- Has a total of 47 municipalities and around 5 million population.



# Target Groups– Existing Pizza Places

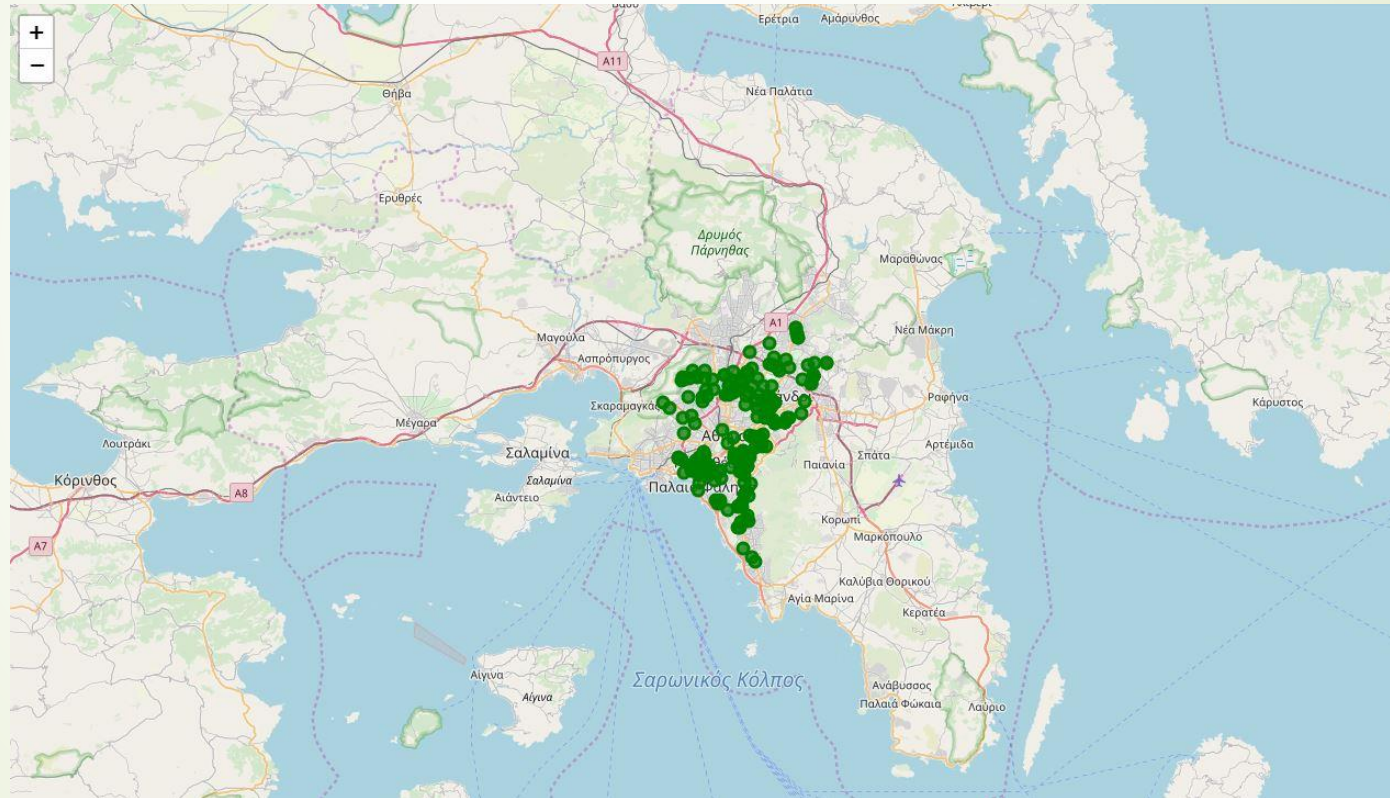
- Based in data from Foursquare API, Athens has a total of 232 pizza restaurants.





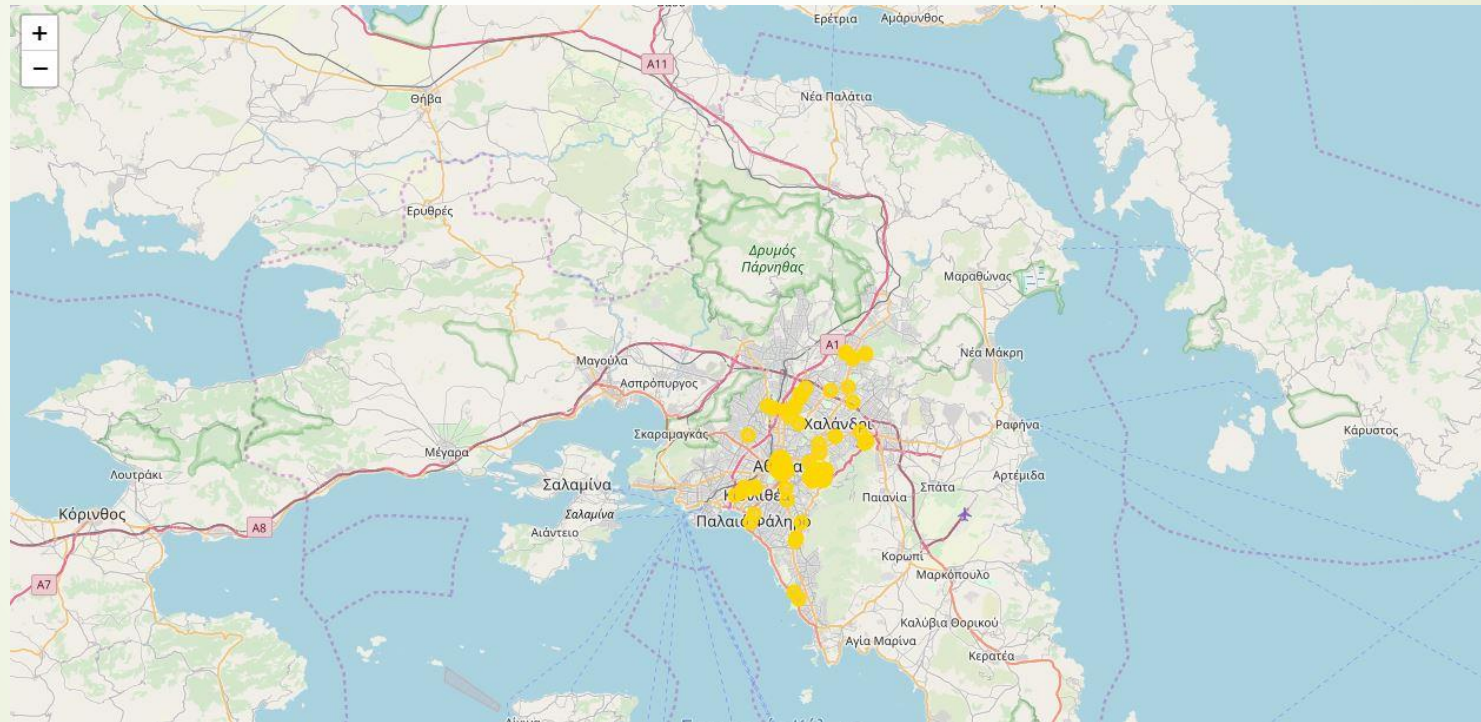
# Target Groups– Schools

- Based in data from Foursquare API, Athens has a total of 231 high schools.



# Target Groups– Universities

- Based in data from Foursquare API, Athens has a total of 106 universities and colleges.



# Target Groups– Offices

- Based in data from Foursquare API, Athens has a total of 1981 offices. Due to the amount of these data a meaningful map is difficult to be produced. Therefore a small sample of the produced table is represented.

	Municipality	Municipality Latitude	Municipality Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Agia Varvara	38.267466	23.808256	Αγία Βαρβαρα	38.263999	23.797480	Church
1	Agia Paraskevi	38.006676	23.822694	Λουλουδοτοπος	38.007153	23.823200	Elementary School
2	Agia Paraskevi	38.006676	23.822694	ΕΚΕΦΕ Δημόκριτος	37.999226	23.819748	Office
3	Agia Paraskevi	38.006676	23.822694	Δημόκριτος - Εθνικό Κέντρο Έρευνας Φυσικών Επι...	37.999078	23.819168	Government Building
4	Agia Paraskevi	38.006676	23.822694	Χαρά Παρασκευοπούλου-Οδοντιατρείο	38.004814	23.822758	Medical Center



# Results

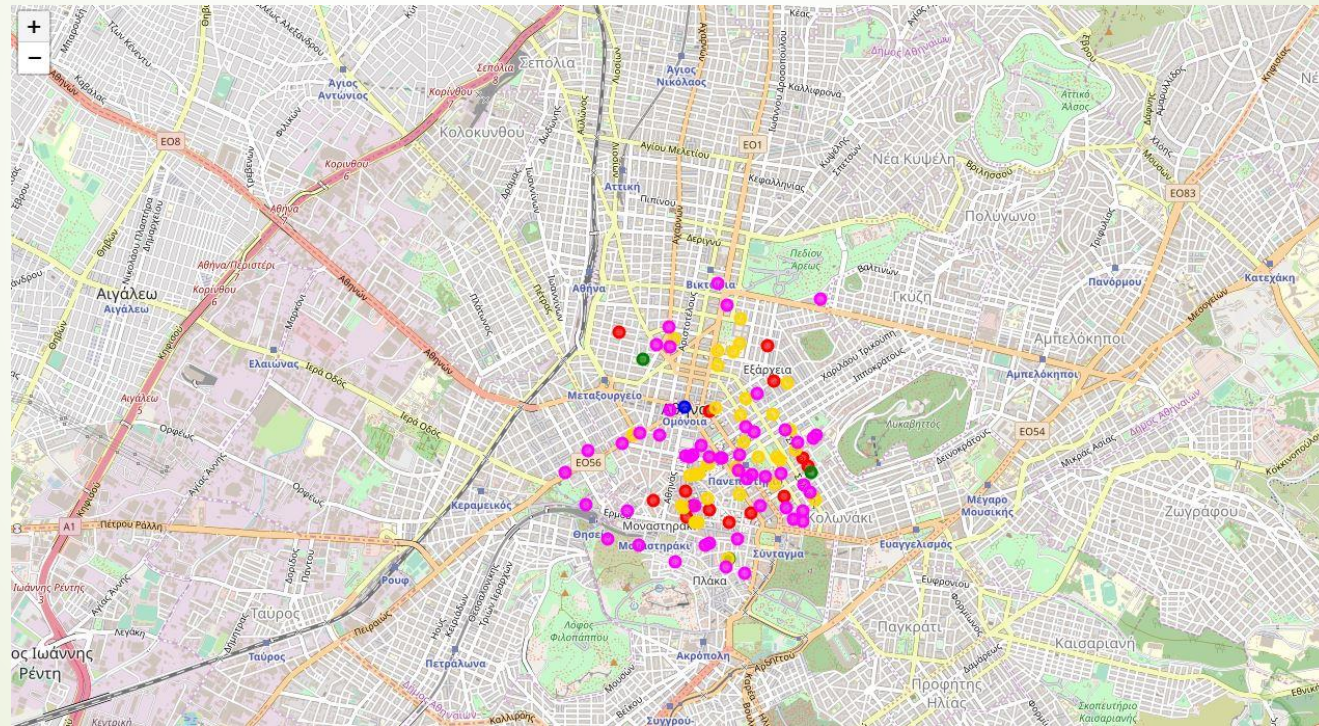
- All data from the target groups have been acquired and organised in a structured table. With the use of the point system the final score of each municipality has been calculated. Athens is the best municipality to open the pizza restaurant with a score of 121.5.

	Municipality	Score
7	Athens	121.5
42	Zografou	117.0
37	Psychiko	105.5
24	Moschato	104.5
12	Filothei	104.0
38	Tavros	103.0
25	Nea Chalkidona	101.0
18	Kallithea	100.5
39	Vrilissia	100.0
27	Nea Ionia	99.5
41	Ymittos	98.5
36	Petroupoli	98.5
33	Pefki	98.0
30	Neo Psychiko	98.0
23	Metamorfosi	97.5
11	Elliniko	97.5
29	Nea Penteli	97.5
32	Papagou	97.0
3	Aigaleo	97.0
4	Alimos	97.0
20	Kifisia	96.5
26	Nea Erythraia	96.5
35	Peristeri	96.5



# Results (cont.)

- The final map of the municipality of Athens can be seen below showing all the relevant points of interest.





Thank You