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Zagreb vs. Split

1. Introduction

1.1. Background

Croatia is a country in Southeast Europe on the coast of the Adriatic sea. It has an area of 56,594 square kilometers (21,851 square miles) and a population of 4.07 million.

- ❖ Zagreb is the capital and the largest city of Croatia. It is located in the northwest of the country, along the Sava river, at the southern slopes of the Medvednica mountain. Zagreb lies at an elevation of approximately 122 m (400 ft) above sea level. The estimated population of the city in 2018 was 820,678. The population of the Zagreb urban agglomeration is 1,086,528, approximately a quarter of the total population of Croatia.
- ❖ Split is the second-largest city of Croatia and the largest city of the region of Dalmatia, with about 250,000 people living in its urban area. It lies on the eastern shore of the Adriatic Sea and is spread over a central peninsula and its surroundings. An intraregional transport hub and popular tourist destination, the city is linked to the Adriatic islands and the Apennine peninsula.

1.2. Problem

In this report we are going to analyze and compare Zagreb and Split in order to establish which of the cities might be more suitable for a new Café opening.

1.3. Interest

This research might be of a great importance to potential investors looking to start a new business or maybe expand their existing one by opening an additional branch etc.

2. Data acquisition and cleaning

2.1. Data sources

For the purpose of this research we have scraped demographic data on the cities from here with a little bit of help from Wikipedia on their size data and compared them to each other. We have also retrieved 2019 tourism statistics from Croatian National Tourist Board which display visitor capacity throughout the year and location parameters using Foursquare API to determine which areas of the cities have the highest number of cafés and restaurants.

2.2. Data cleaning

This part of report will be in the next week's Final report submission