

Where to open a new Pizzeria in Zürich?

Business Problem

We want to determine which is the best place in Zürich where to open a new pizzeria based on the currently existing amenities, finding a balance between a place with less competitors and good number of potential customers.

Data

To solve this problem, we are going to use data related to Zürich's boroughs (data source: Wikipedia) and existing shops and amenities. To determine the best place where to invest, we will be evaluating:

- Existing pizzeria
- Schools nearby
- Offices/enterprises nearby

Leveraging on Google APIs, we will use geo-coordinates and Foursquare APIs and services to get venues data to identify on the map all the existing pizzeria, schools and offices.

Methodology

For each borough, we will be collecting data, get geo-coordinates and use Foursquare to know more. Then we will be computing the boroughs' scores based on the following criteria:

- Pizzeria have weight -1 (competitors)
- Schools have weight 1 (good customers)
- Offices/Enterprises have weight 1.5 (consistent customers)

The higher the borough's score, the best.

Need more?

Further analysis could be performed to investigate the "night life" and similar genre of restaurants to improve the boroughs' scoring method.

Conclusion

Borough "District 10 - Högg, Wipkingen" is the best place to open a new pizzeria!