Food Chains in Germany

An overview with data

Introduction

Question: Which German Cities have Which Restaurants?

Top Cities and 4 Restaurants
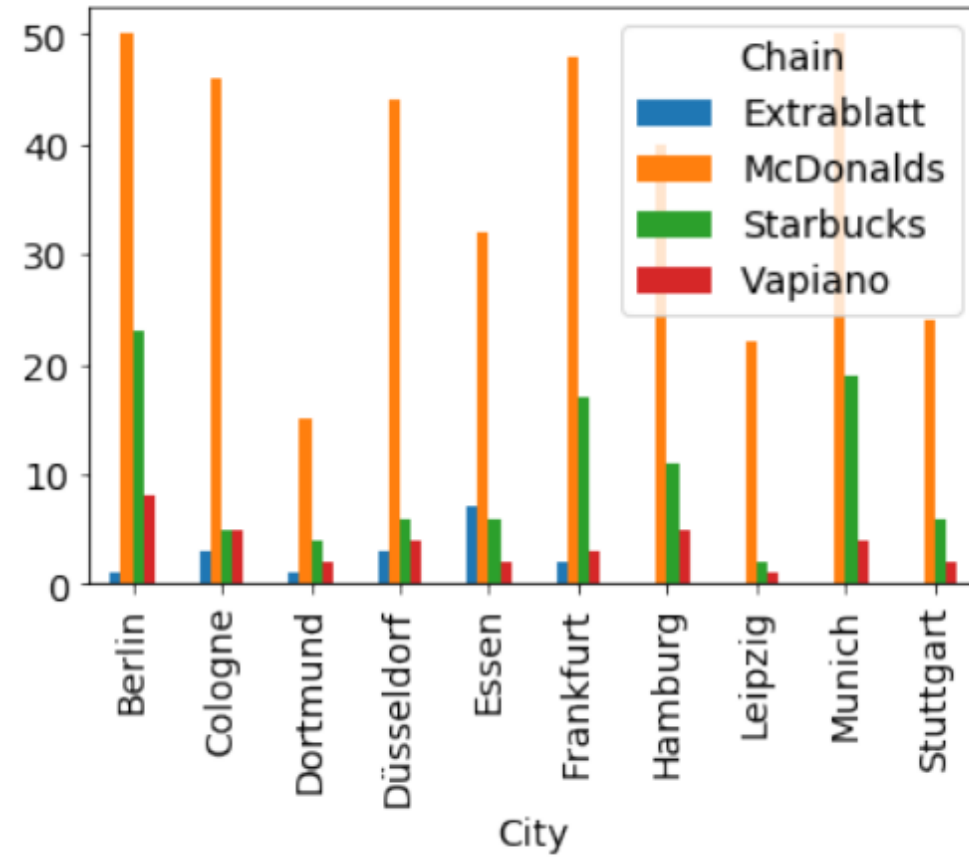
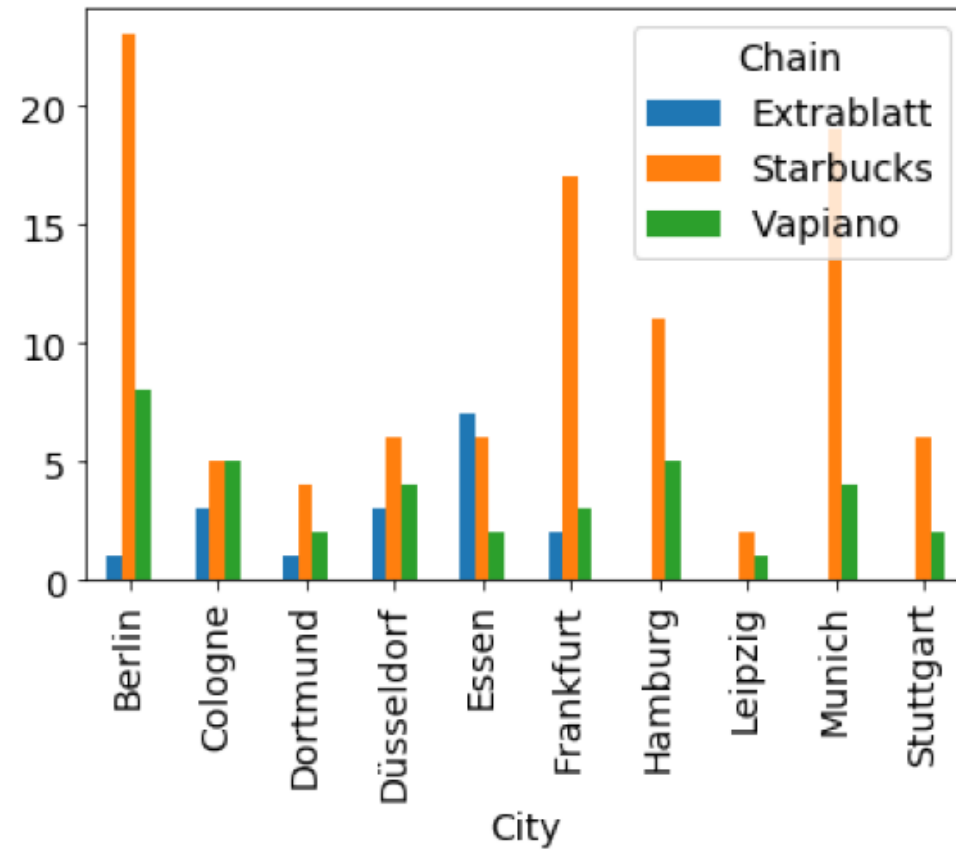| 2015 rank	City	State	2015 Estimate
1	Berlin	Berlin	3,520,031
2	Hamburg	Hamburg	1,787,408
3	Munich (München)	Bavaria	1,450,381
4	Cologne (Köln)	North Rhine-Westphalia	1,060,582
5	Frankfurt am Main	Hesse	732,688
6	Stuttgart	Baden-Württemberg	623,738
7	Düsseldorf	North Rhine-Westphalia	612,178
8	Dortmund	North Rhine-Westphalia	586,181
9	Essen	North Rhine-Westphalia	582,624
10	Leipzig	Saxony	560,472

Gathering Data

- The data is gathered from Foursquare's Places API. Only the main cities will be taken into consideration, and the numbers will be taken from the results coming from the API.
- Data is gathered with the following API:
- GET https://api.foursquare.com/v2/venues/search
- With the following Parameters:
- search_query = Will change according to the food chain considered
- near = Will change for the city
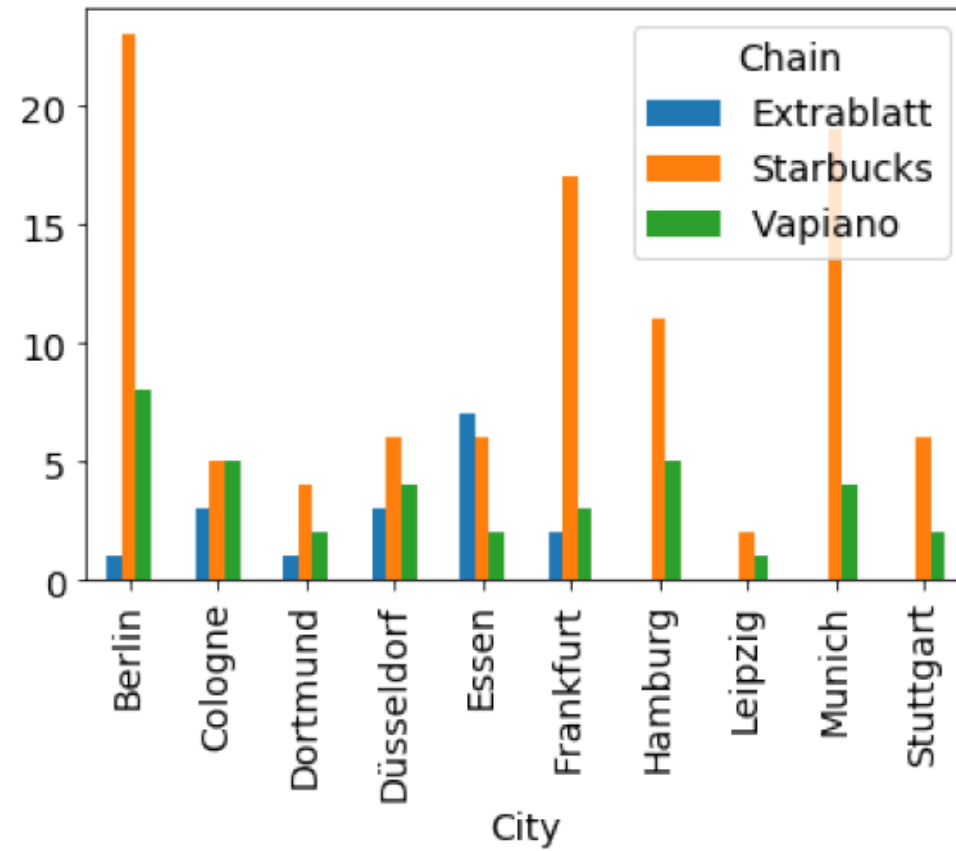- radius = will be constant, 10000
- intent= 'browse'

Results

Results (cont'd)

Results (cont'd)

Results

Vapiano vs Startbucks

City	
Frankfurt	0.176471
Munich	0.210526
Essen	0.333333
Stuttgart	0.333333
Berlin	0.347826
Hamburg	0.454545
Dortmund	0.5
Leipzig	0.5
Düsseldorf	0.666667
Cologne	1

McDonalds vs Starbucks

City	
Berlin	2.17391
Munich	2.63158
Frankfurt	2.82353
Hamburg	3.63636
Dortmund	3.75
Stuttgart	4
Essen	5.33333
Düsseldorf	7.33333
Cologne	9.2
Leipzig	11

McDonalds vs Vapiano

City	
Berlin	6.25
Dortmund	7.5
Hamburg	8
Cologne	9.2
Düsseldorf	11
Stuttgart	12
Munich	12.5
Essen	16
Frankfurt	16
Leipzig	22

Results

Correlation Index

Chain	Extrablatt	McDonalds	Starbucks	Vapiano
Chain				
Extrablatt	1	0.094452	-0.223665	-0.102062
McDonalds	0.094452	1	0.732479	0.74311
Starbucks	-0.223665	0.732479	1	0.687165
Vapiano	-0.102062	0.74311	0.687165	1

Discussion

- Highly Homogeneous Market except Extrablatt
- Startbucks and McDonalds well penetrated
- Vapiano is still developing

Conclusion

- A lot of different data can be investigated when a new restaurant is going to be opened. Regarding Germany, the homogeneity of the country and well establishment of global chains should be taken into consideration.