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Trends of Sports Market in Istanbul and Predicting the Next Trend

Individual sports become more and more popular all over the globe due to raise of the self-awareness and well-being philosophy is spreading among people.

The Problem

As a result, many disciplines of sports become more and more popular. However, **not all of them become more popular and almost none of them can keep itself as the most preferred one.**

In this report, you will find an analysis of sports market in Istanbul, more specifically, Kadikoy and Besiktas Towns and a prediction for an upcoming trend if possible.

The Interest

The results of this report may give a deeper insight to the investors planning to found a business targeting the sports market around the Istanbul and in other regions.

1- Collecting the Data

- **Kadikoy** and **Besiktas** are one of the towns in Istanbul and Turkey that is one of the highest cultural and financial levels in Turkey. This makes them a great candidate to inspect the trends as these regions are generally flag carriers for such trends. The neighborhoods of these towns will be used. The data of this collected from <https://postakodu.ptt.gov.tr/>
- We will also need the longitude and latitude values for these neighborhoods, This will be obtained using Google Maps API geocoding
- We will also need the venue information and its details. This will be obtained using Foursquare Places API
- The data that is obtained and processed will be saved to csv files due to limited API use.