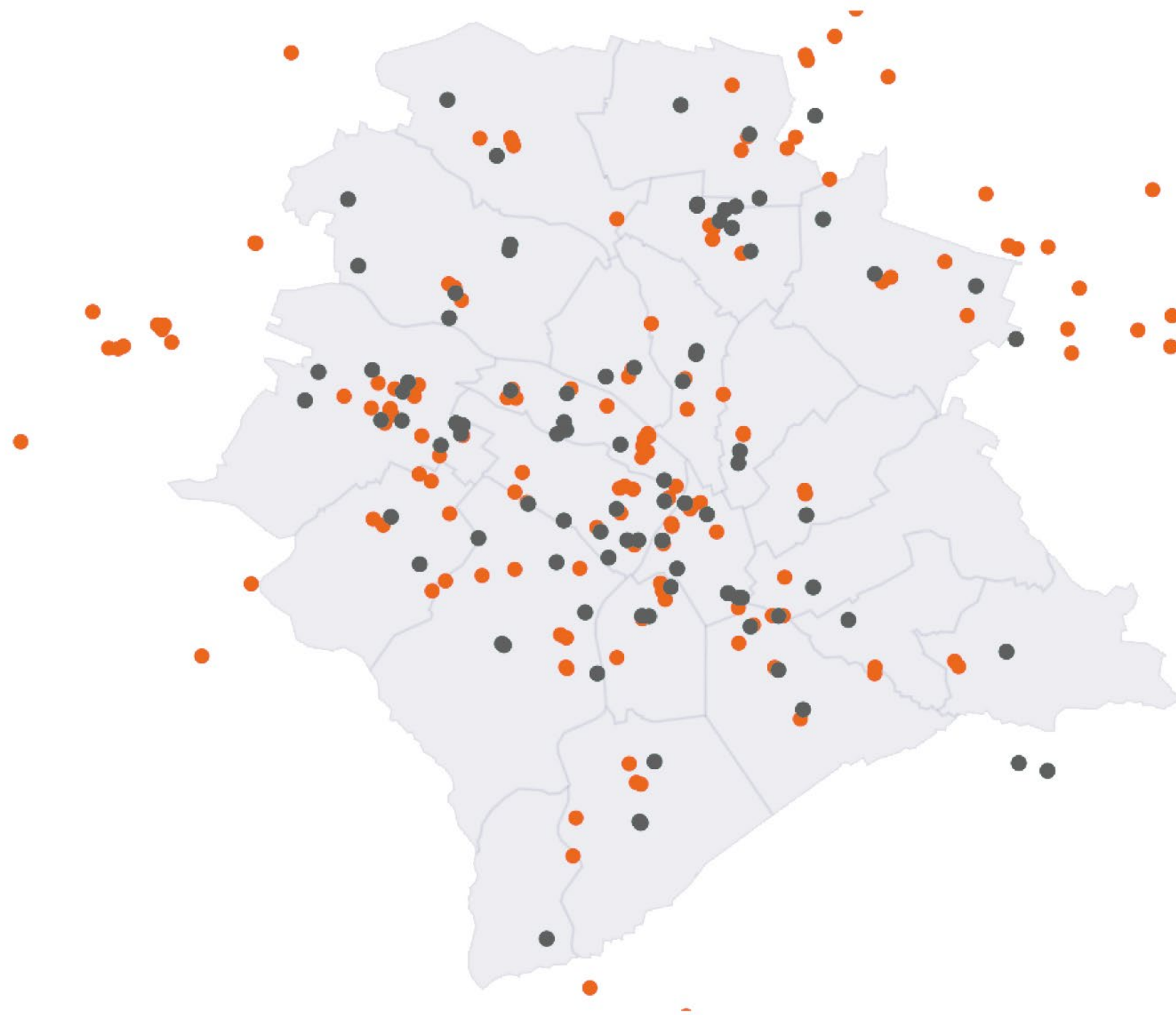


Where is the next
MIGROS
Zürich?

Darya Bomberger
Lucas Fernandez
Sibel Yasemin Özgan

Step 1. find Migros Stores + competitors in Zürich + map districts

Google Maps API +
GEOJSON (Stadt Zürich open Data)

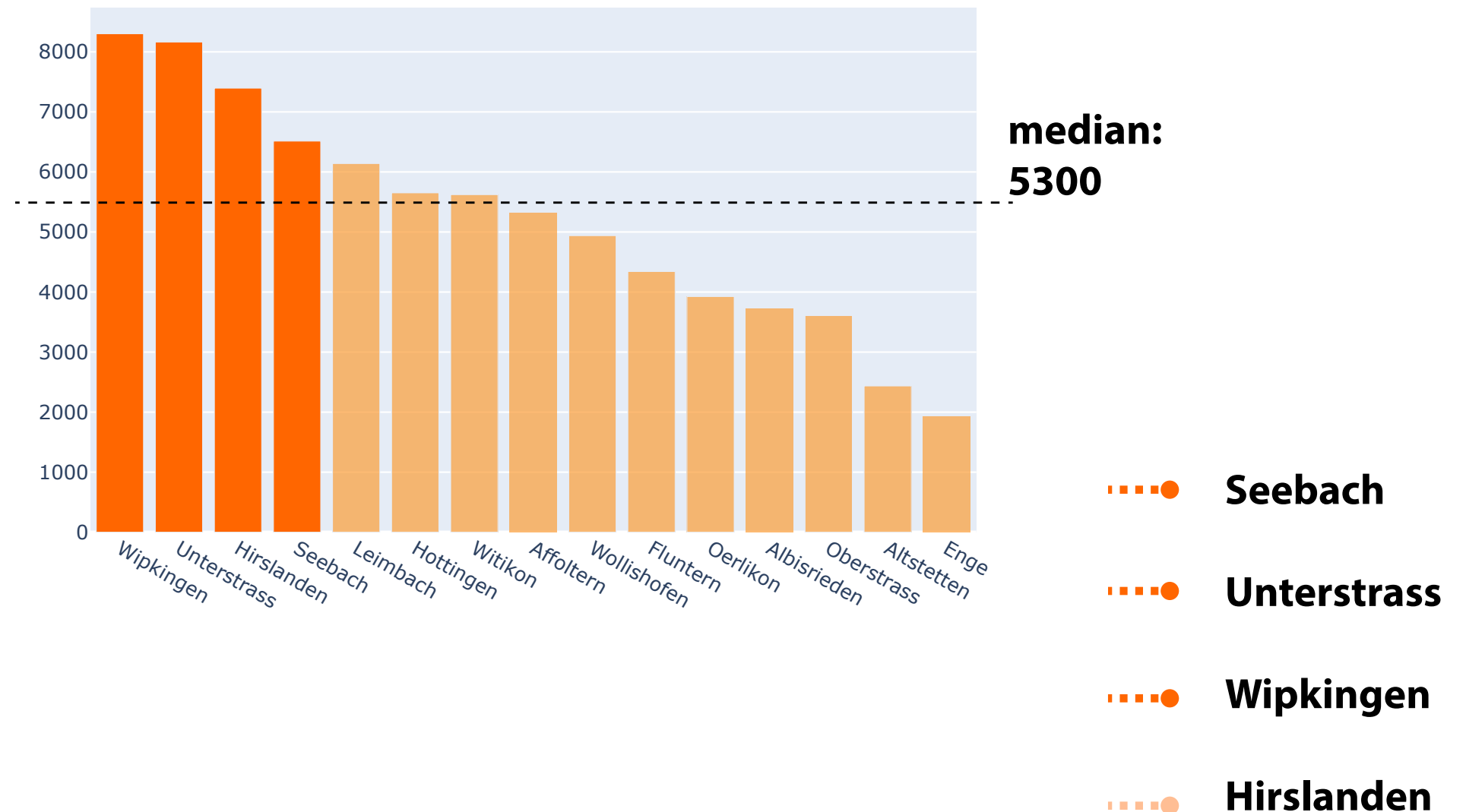
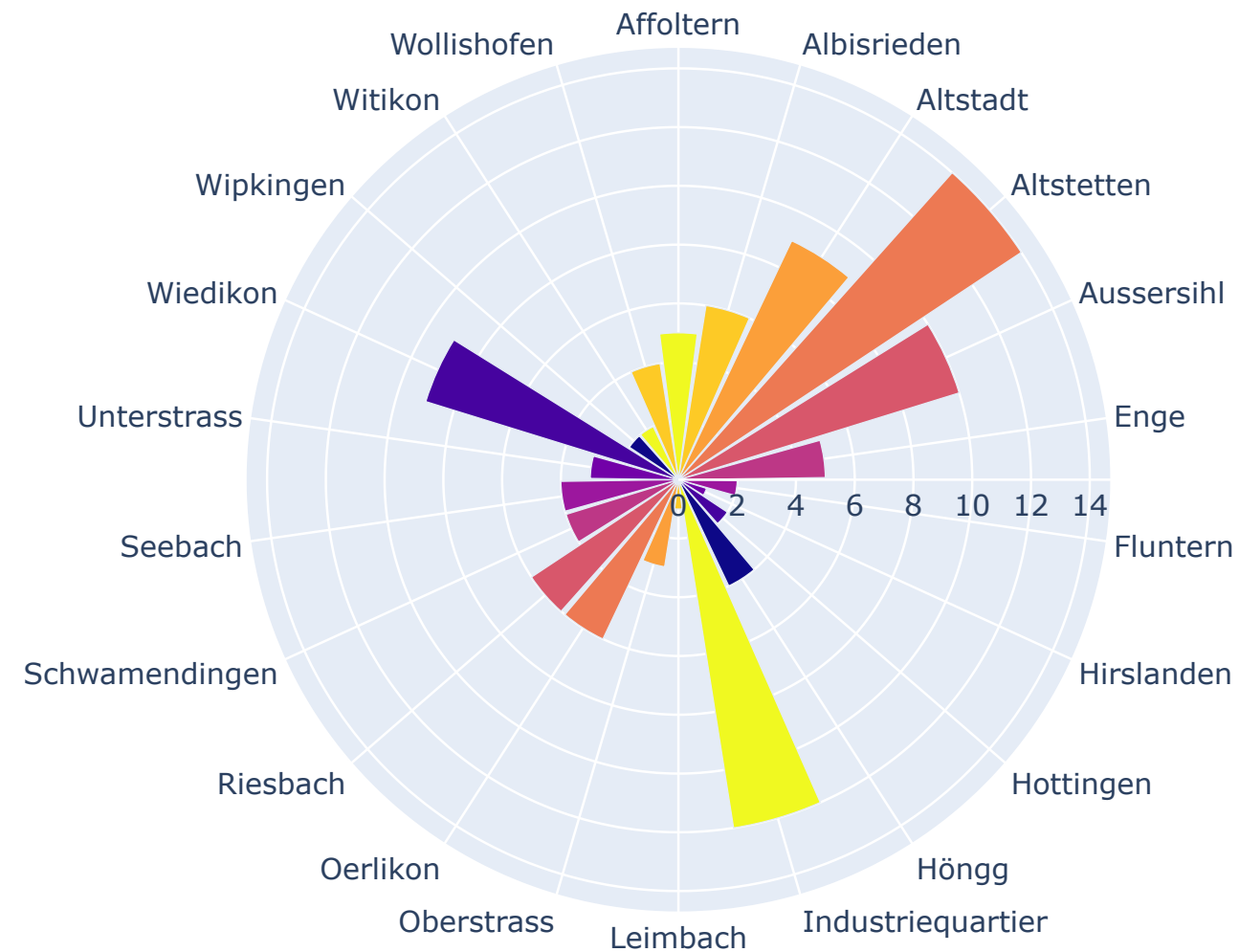


- **MIGROS GROUP**
- **COOP**

Step 2. store numbers + population

Google Maps API +
GEOJSON (Stadt Zürich open Data)

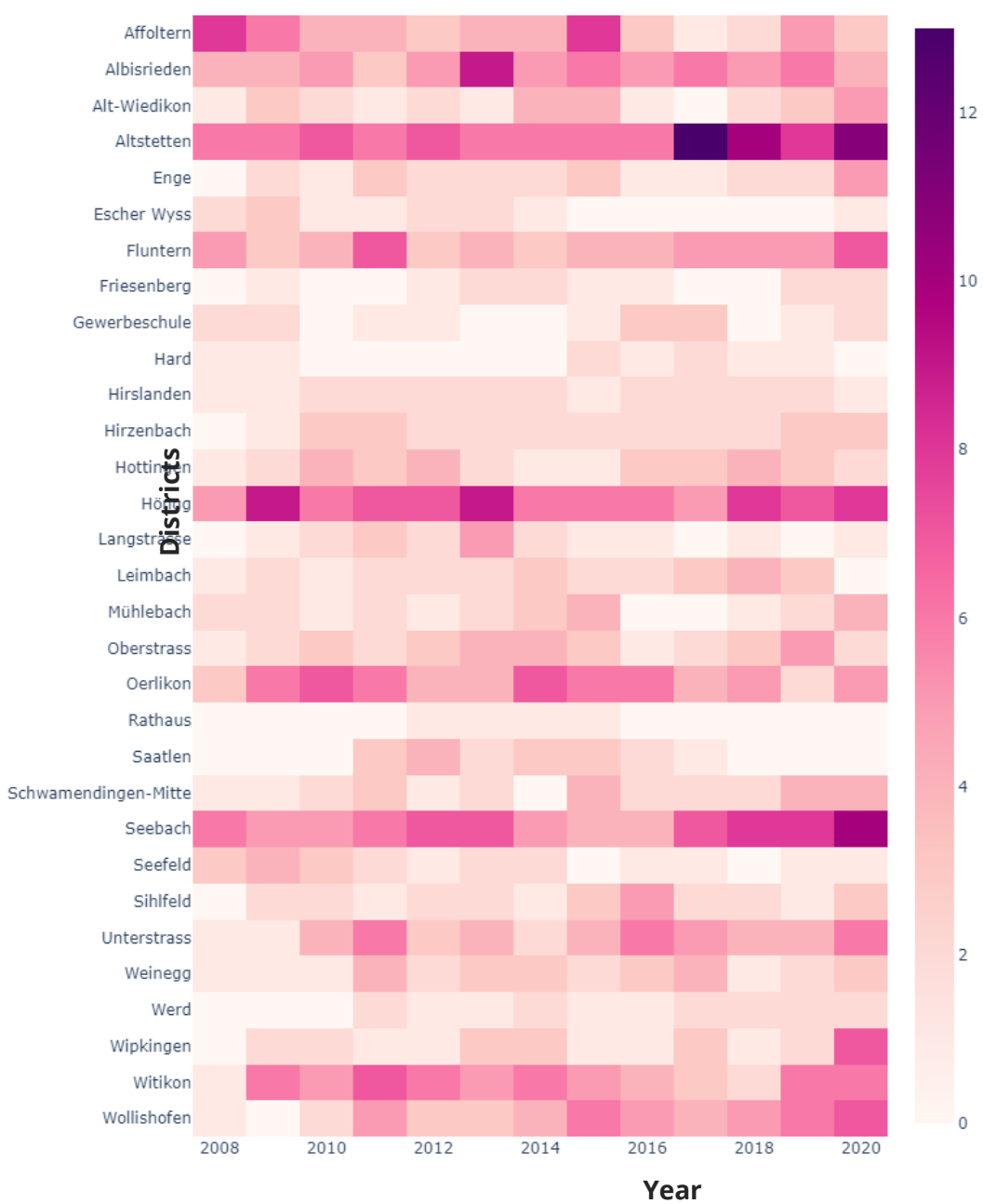
for each district



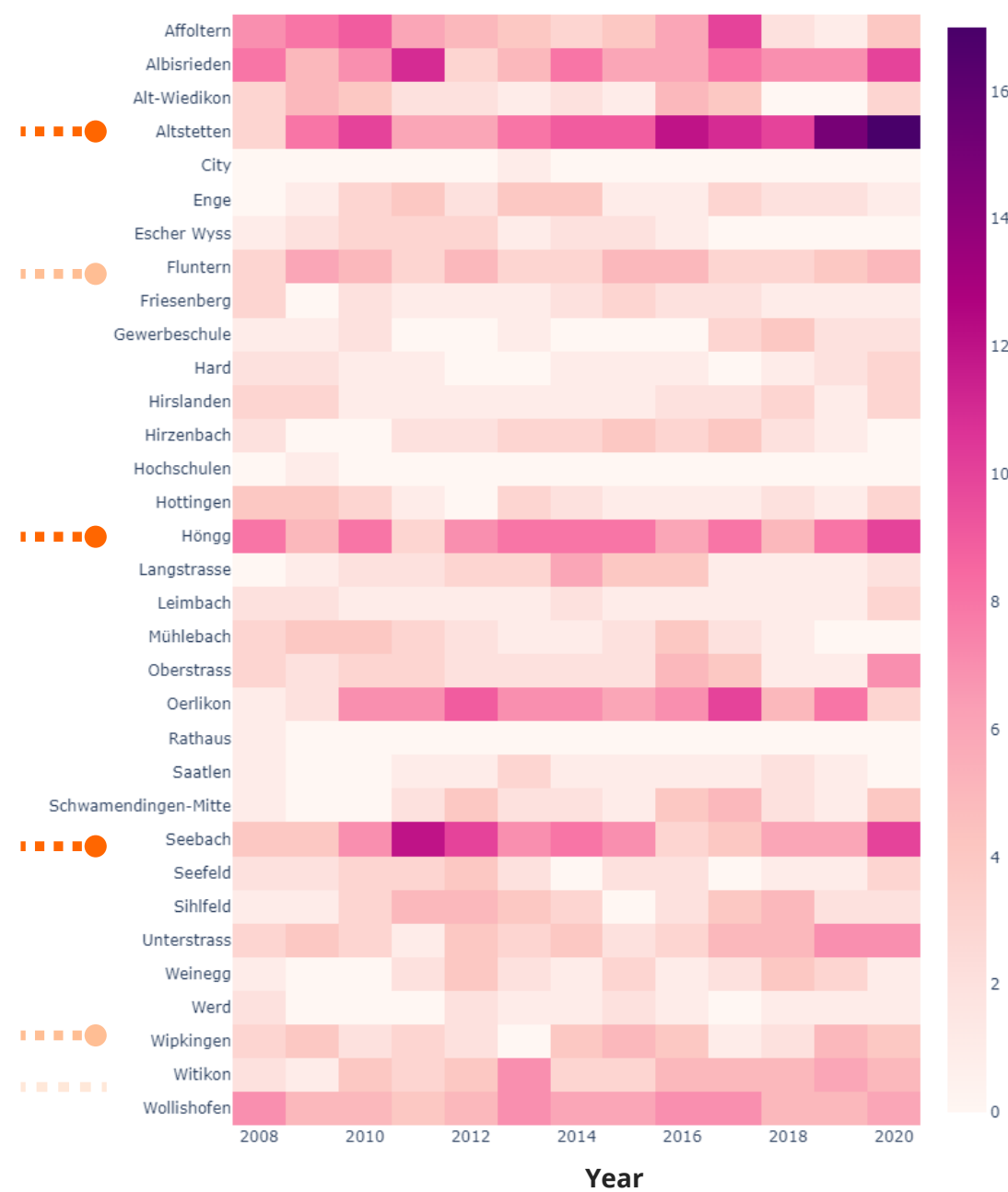
Step 3. investigate new projects

Construction Projects (Stadt Zürich open Data) for each district

APPROVED PROJECTS



BUILT PROJECTS



- Seebach
- Altstetten
- Höngg
- Wipkingen
- Fluntern
- Witikon

Step 3

Construction Projects (Stadt Zürich open Data) for each district

.....● Seebach
.....● Unterstrass
.....● Wipkingen
.....● Hirslanden

.....● Seebach
.....● Altstetten
.....● Höngg
.....● Wipkingen
.....● Fluntern
.....● Witikon

PRIO 1

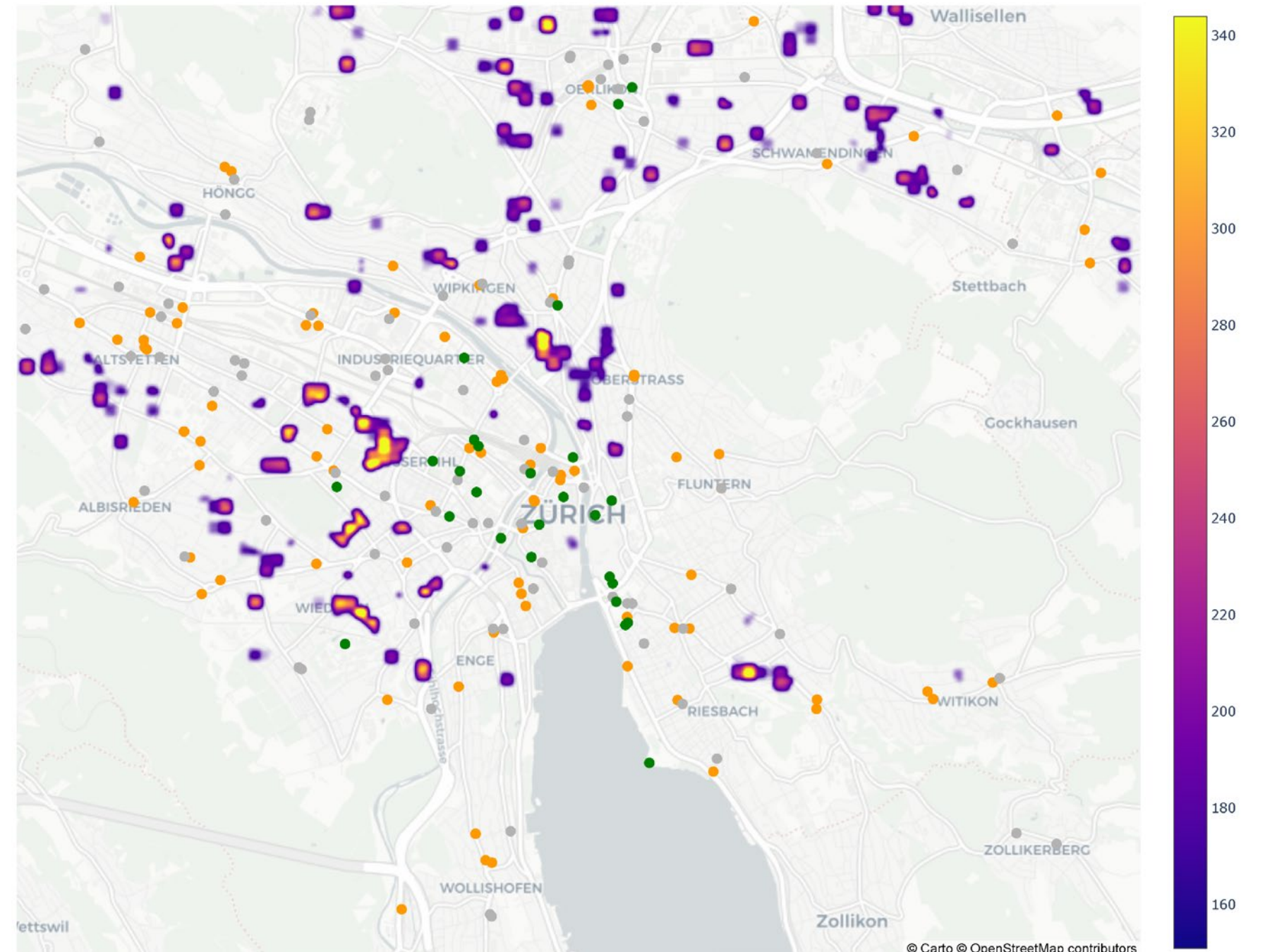
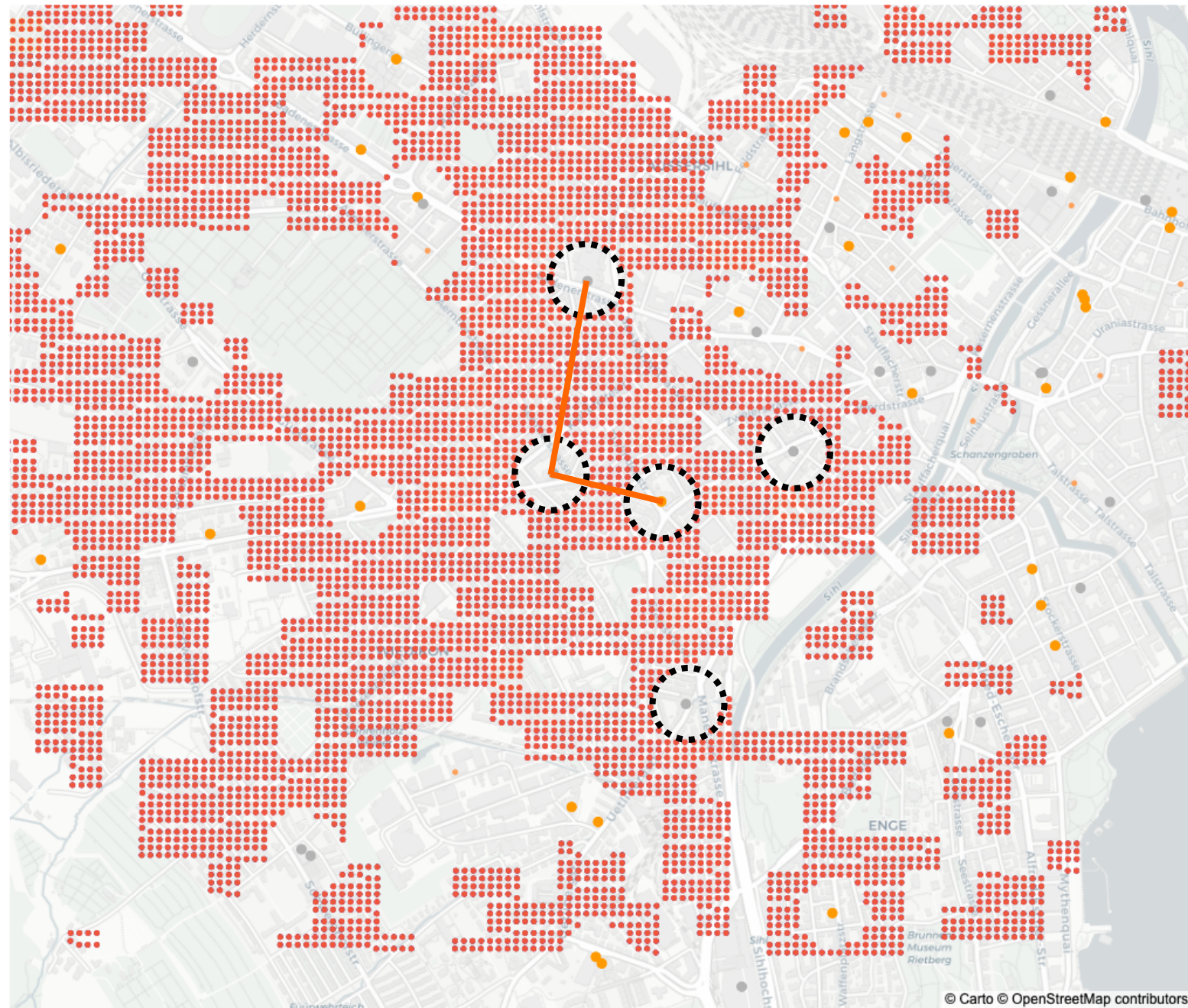
.....● Seebach
.....● Wipkingen

PRIO 2

Unterstrass
Hirslanden
Höngg
Fluntern
Witikon

Step 4. find population density near stores

UrbanDataLabs



Step 5. Combine step 3 & 4

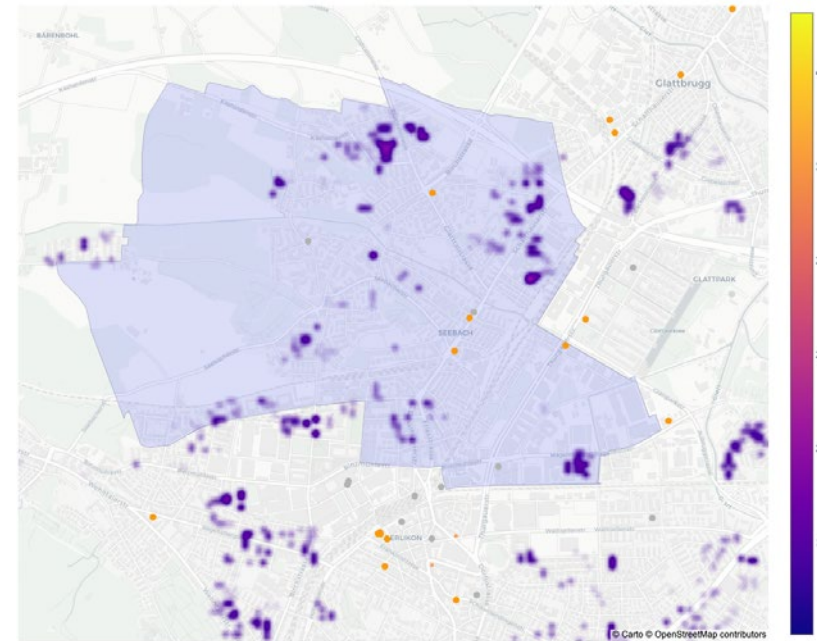
Construction Projects (Stadt Zürich open Data)
for each district

PRIO 1

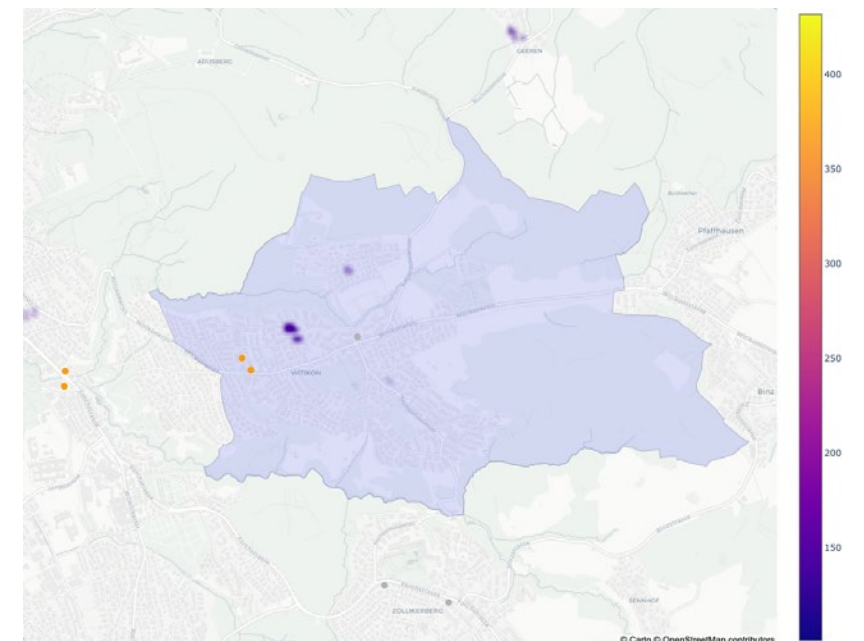
.....● **Seebach**
.....● **Wipkingen**

PRIO 2

Unterstrass
Hirslanden
Höngg
Fluntern
Witikon



Seebach



Wipkingen

Step 6. research on Migros development strategy

MIGROS group

Alnatura AG

Bike World AG

Do it + Garden

melectronics

Micasa

Obi

SportXX AG

VEGAN / VEGGIE

GLUTEN FREE

BIO

Denner AG - (discount retailer)

Digitec Galaxus AG

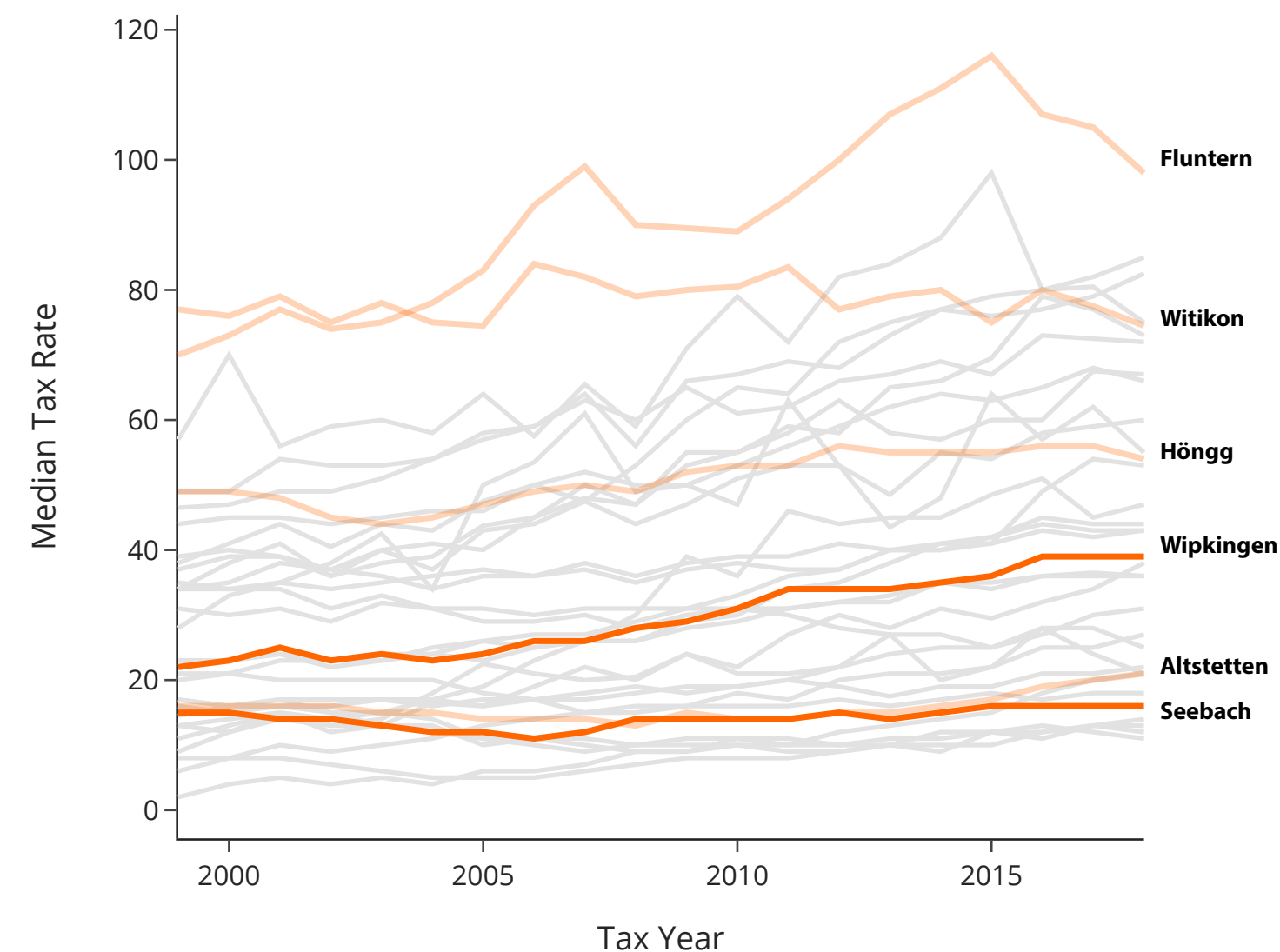
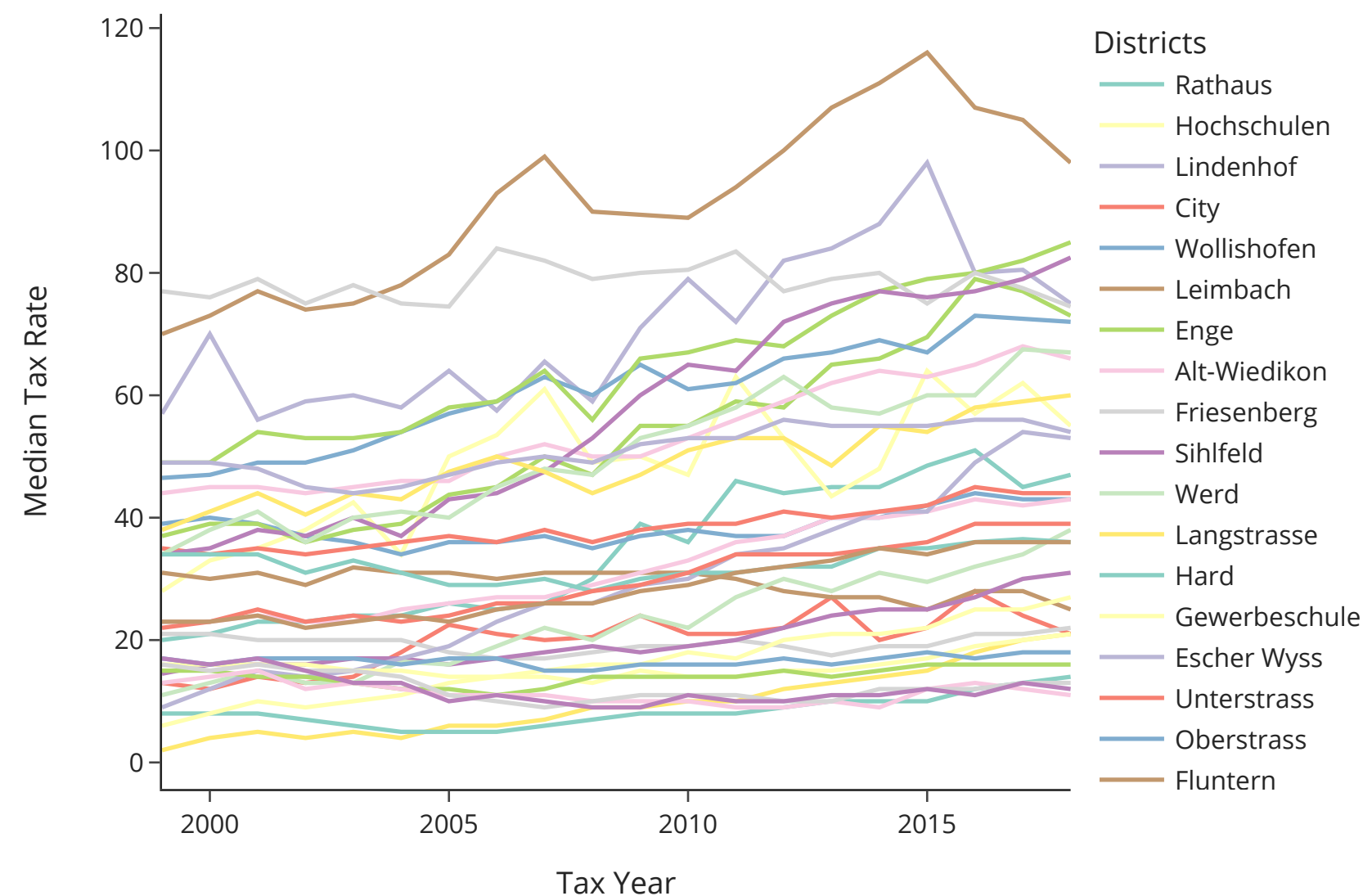
Ex Libris AG

Migroslino

....

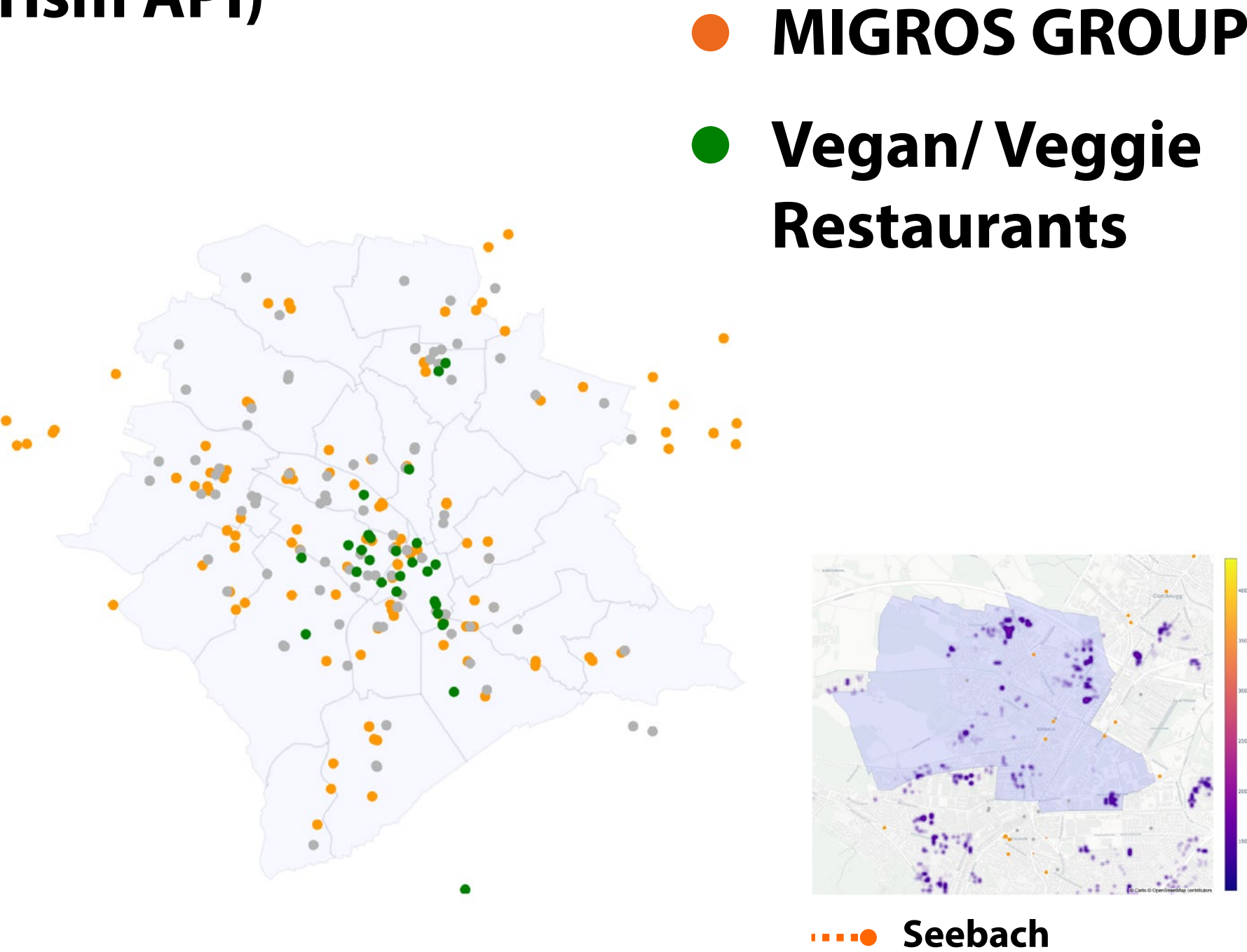
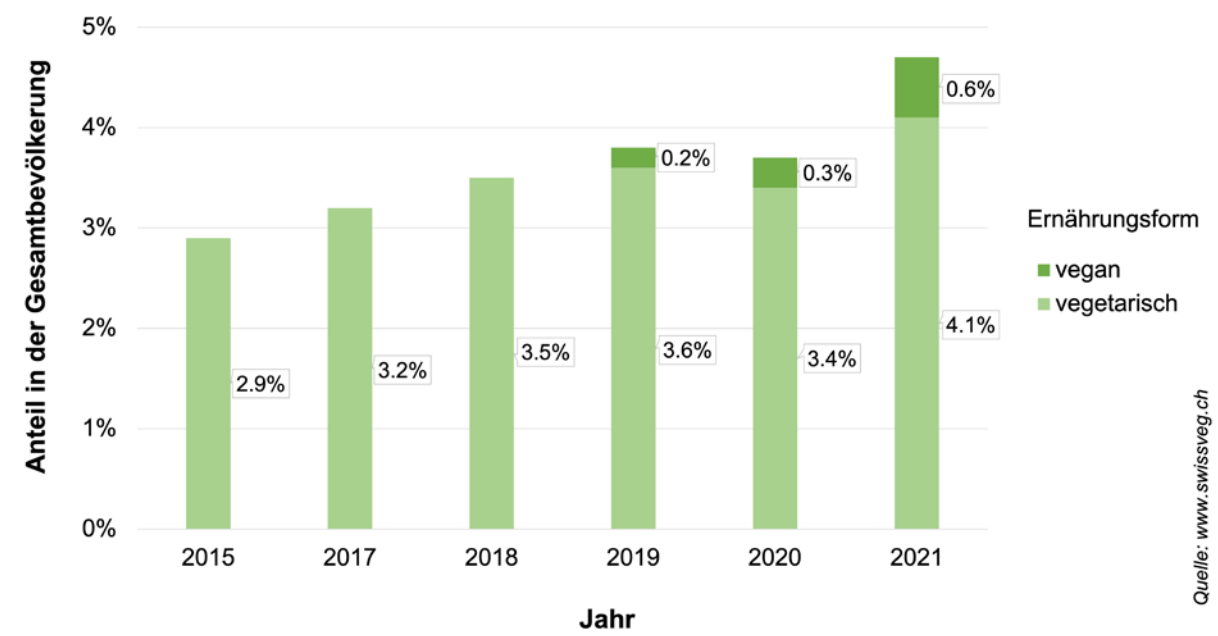
Step 7. compare incomes.. DENNER

Taxable Assets of Persons (Stadt Zürich open Data)
for each district



Step 8. vegan + veggie restaurants.. ALNATURA

Restaurant Locations (Zürich Tourism API)



source : Swiss Veg World

Future Research & Problems

FUTURE

- . deeper analyses of regarding the population :
forecast the population increase**
- . extend the research to the Zürich suburbs**
- . add information regarding the area of shops + transportation etc.**

PROBLEMS

- . lack of information in some datasets**