

FINDING THE TOP LOCATION

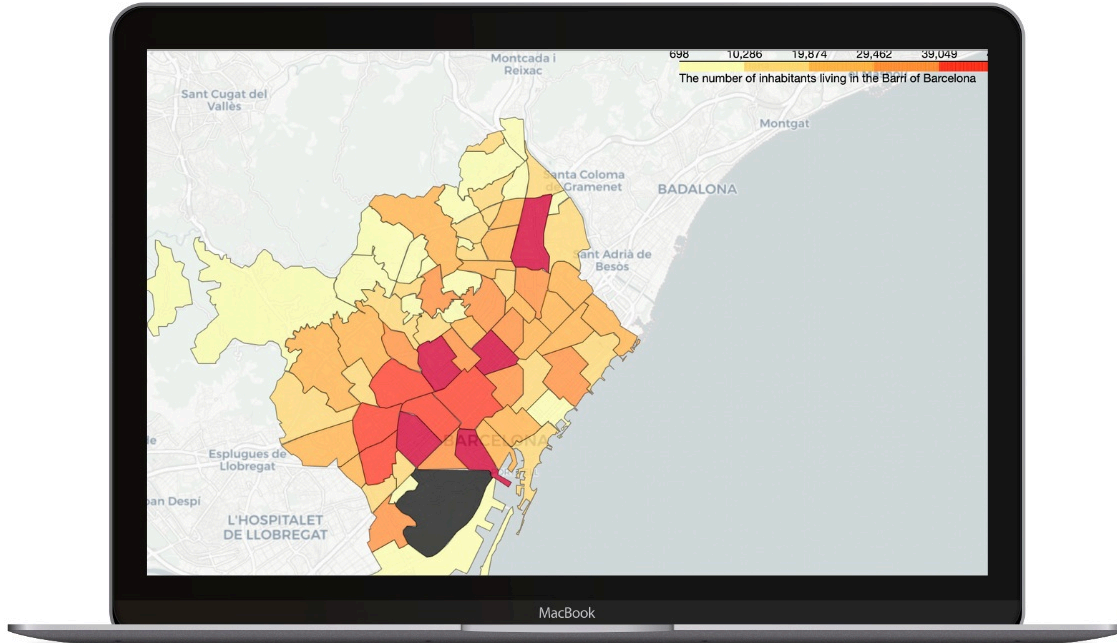
Vlad and Tania final assignment for Data Science Foundations



THE ISSUE

- For this project, we are taking on a little role play in which the owner of an Italian fashion store wants to open a boutique in Barcelona.
- Our client has asked us to find the optimum location for a clothing shop in the city.
- Basing ourselves on the discipline of New Economic Geography, we are going to locate existing fashion shops, available properties, and city demographics.

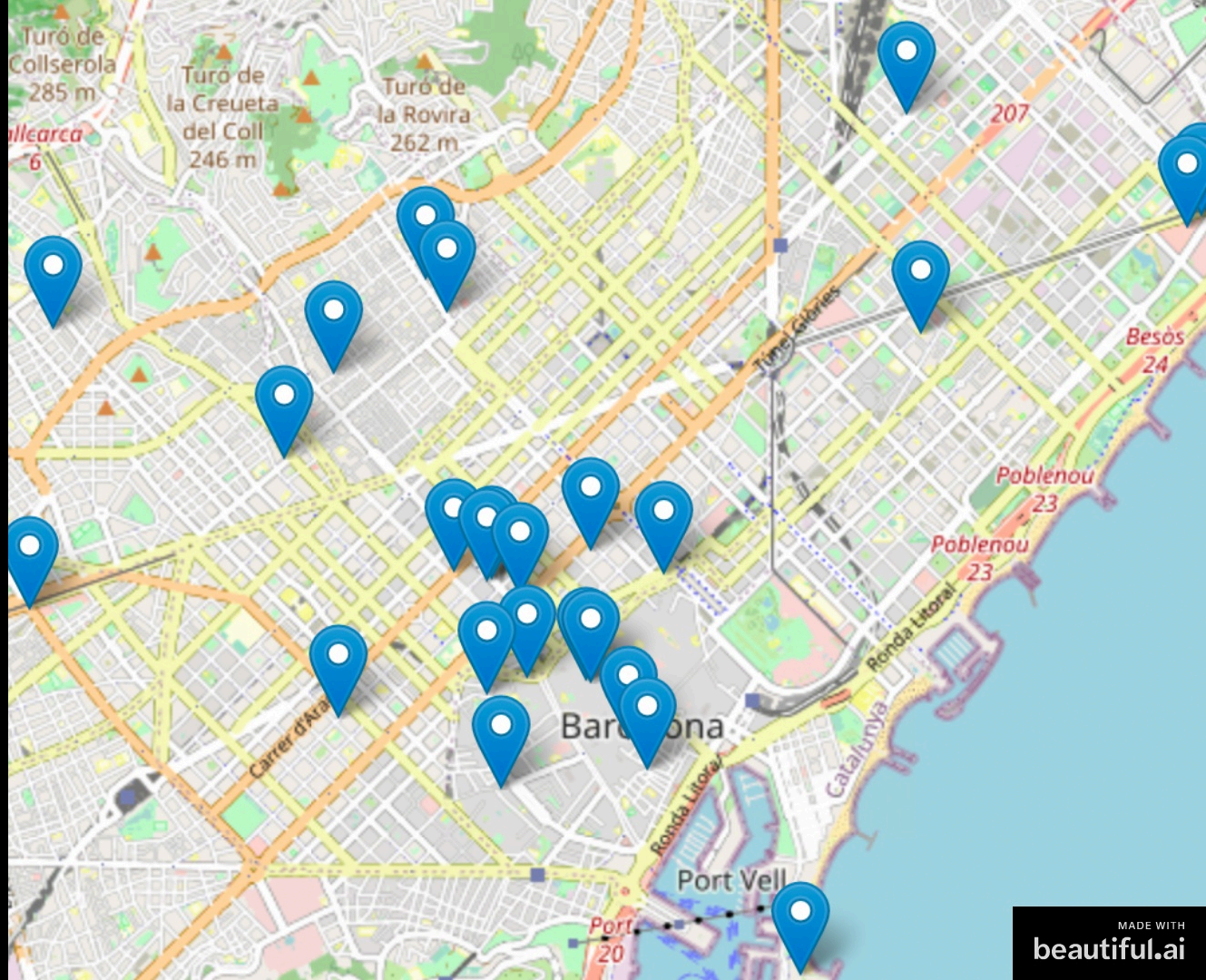
MARKET SIZE



- An important part of choosing a location for a store is evaluating the market size around it. How many people would have the store within walking distance? To answer this question, we will be using data from Barcelona's open data portal.
- This is a heatmap showing the most populated barri.

THE COMPETITION

Clearly, knowing our market size is not enough, we need to know how the competition is doing. Where are they located and how are they doing? According to New Economic Geography, the Fashion industry is a diffused one that tends to concentrate over time. Agglomeration advantages cause clothing stores to open close to one another. Ideally, our new shop will follow this logic. Let's see the competition on a map.



NOW WHAT?



Now that we can see our competition, we need to find available rentals for us to locate. However, this is not so easy, we will have to scrape the web for commercial rentals. Our client has chosen the search engine Habitacalia for this task. Let's see what we get.



We now have a few pages of properties with their monthly prices and locations, but the data is not so clean. In order to clean it, we are going to extract the numbers from the Prices column, and reduce the amount of unnecessary characters from the Property column.

THE RESULT

1

It is finally time to tie everything together. First, we are calculating which of our final options are **closer to the hot spots** of the fashion scene in Barcelona.

2

Then, we are locating our top 3 options on the population heat map, we are making sure that our choice is located within the **most populated barri** of Barcelona.

3

Lastly, we will pick a property based on the price, since the goal is to **minimize costs** while maximizing the revenue, of course.

EIXAMPLE DRETA. CALLE NÁPOLS (943 EUR/MONTH)

And the winner is the beautiful property in Eixample, the second most populated barrio in Barcelona, very close to the fashion cluster of the city, at less than 1000 EUR a month!

