Strategic Branch Establishment

Establishing a New Coffee Shop Branch in Yogyakarta, Indonesia

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Business Problem

1

Provide strategic locations in village position level for establishing a coffee shop

2

Show Geo Spatial Map

3

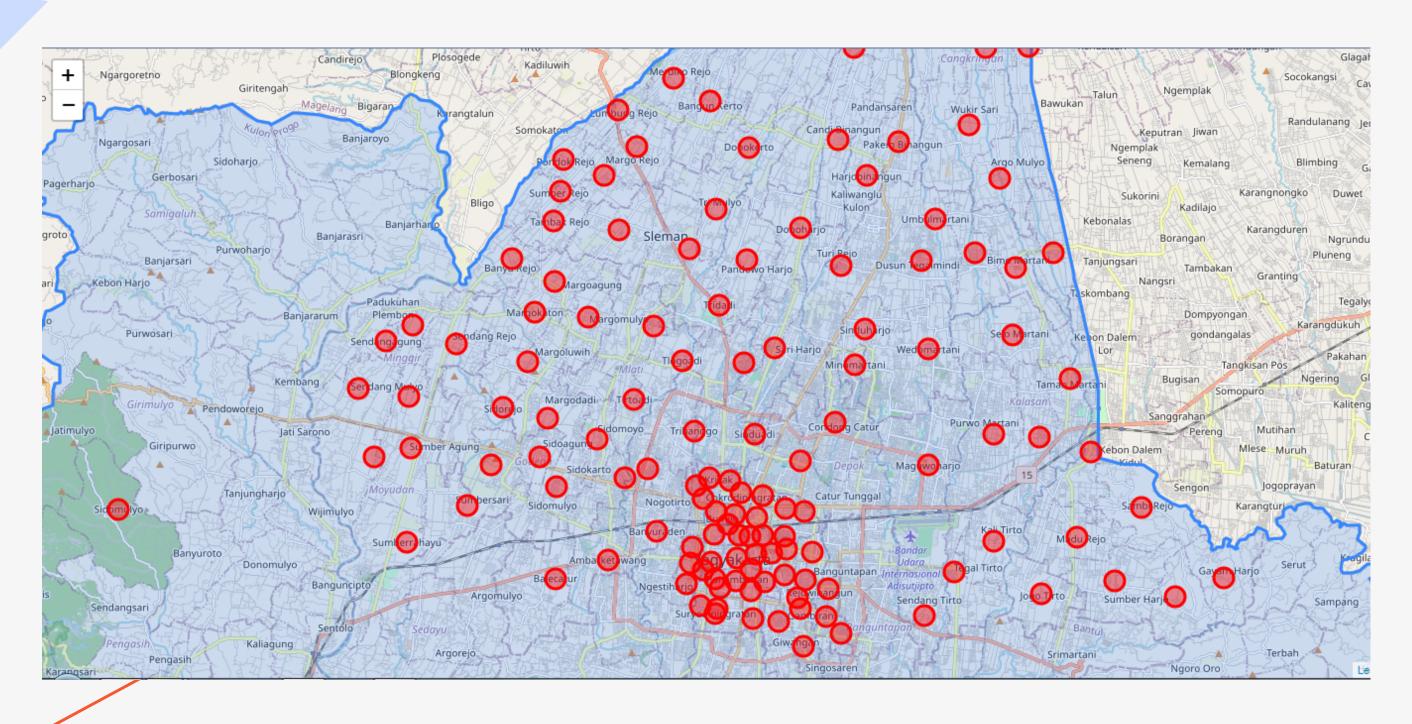
Location should have lowest competitors and highest potential customers

<u>Approaches</u>

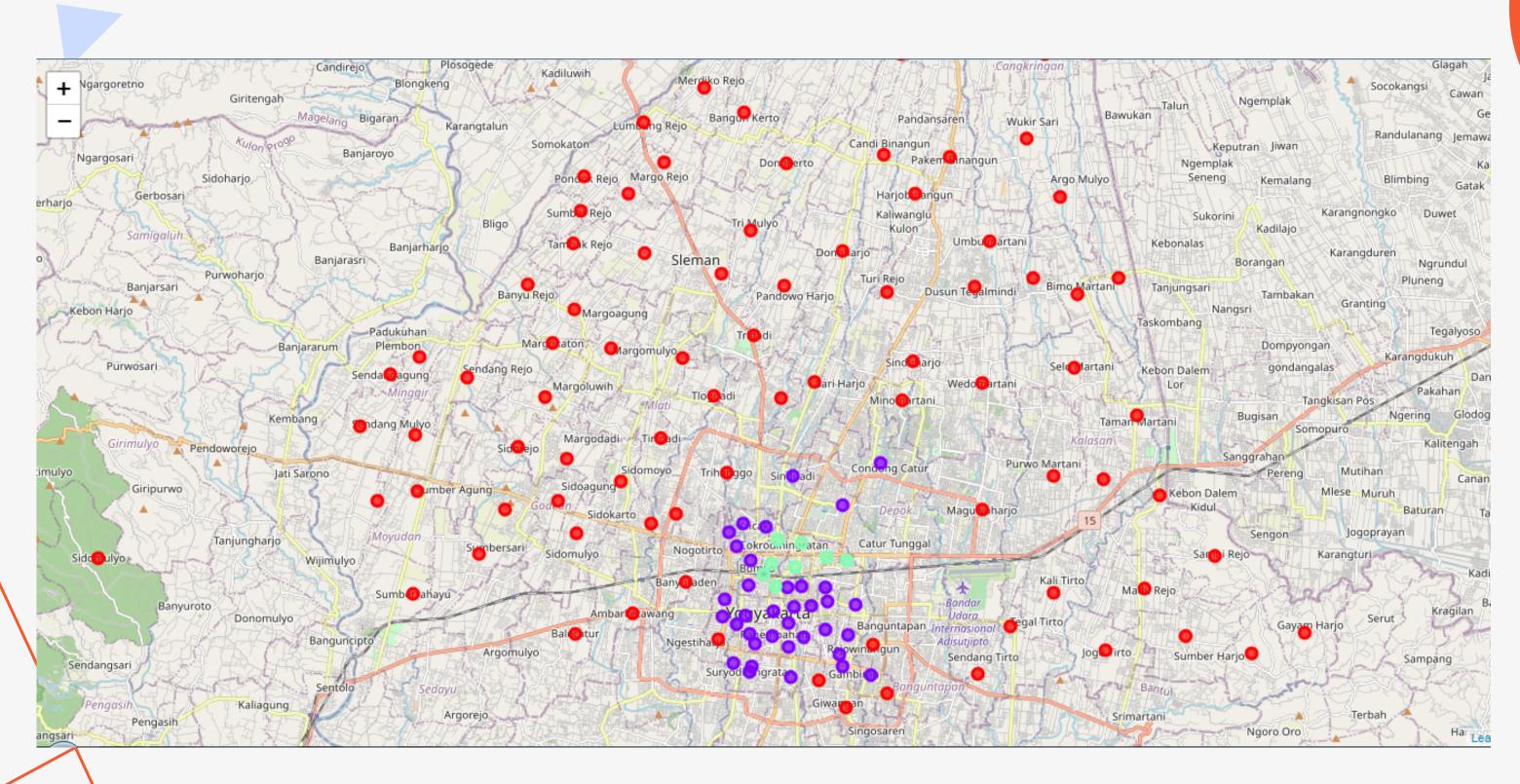
Clustering, algorithm: KMeans

Customer to Competitor Ratio

Villages in Yogyakarta



Village Clustering Result



Cluster Map Interpretation



Village with least customer to competitor ratio

Village with moderate customer to competitor ratio

TEGALREJO, TEGALREJO

01

customer to competitor ratio: 19.0

TEGALTIRTO, BERBAH

02

customer to competitor

ratio: 14.0



BACIRO,
GONDOKUSUMAN

03

customer to competitor ratio: 11.25

PAKUNCEN, WIROBRAJAN

,04

customer to competitor ratio: 9.7

WIROBRAJAN, WIROBRAJAN

customer to competitor ratio: 8.7

05

NGAMPILAN, NGAMPILAN

customer to competitor ratio: 7.4

06

NOTOPRAJAN, NGAMPILAN

customer to competitor ratio: 6.5

07

BENER, TEGALREJO

customer to competitor ratio: 5.75

08

customer to competitor ratio: 5.0

09

KRICAK, TEGALREJO

customer to competitor ratio: 4.2

10

SENDANGTIRTO, BERBAH

customer to competitor ratio: 4.0

1

thank you

have a great day