

1. Which data and methods do you think Ghelgheli utilized for his analysis?

Data:

- **Foot Traffic Data:** Data on the number of people passing by different locations.
- **Competitor Data:** Information on existing teahouses and other cafes in various locations.
- **Demographic Data:** Information on the population, age distribution, and preferences of people in different areas.
- **Real Estate Data:** Availability and cost of properties suitable for a teahouse.
- **Sales Data:** Historical sales data from similar businesses to understand potential revenue.
- **Weather Data:** Understanding how weather patterns might affect foot traffic.

Methods:

- **Data Cleaning:** Techniques to handle missing values and anomalies, such as imputation or outlier removal.
- **Statistical Analysis:** Using measures like mean, median, standard deviation, and correlation to understand patterns in the data.
- **Visualization:** Creating plots like histograms, bar charts, and scatter plots to visualize data distributions and relationships.
- **Geospatial Analysis:** Using maps to visualize locations with high foot traffic and low competition.
- **Machine Learning:** Applying clustering or regression models to predict the best location based on various factors.

2. What interesting learnings did you derive from Ghelgheli's story?

- **Data Utilization:** Effective use of various data sources can significantly impact decision-making.
- **Importance of Cleaning Data:** Handling missing values and anomalies is crucial for accurate analysis.
- **Statistical Measures:** Key metrics like average foot traffic and competitor density can guide business decisions.
- **Visualization:** Graphical representations help in understanding complex data and making informed choices.
- **Geospatial Insight:** Mapping data provides valuable insights into location-based decisions.
- **Enthusiasm and Adaptability:** Passion for the project and flexibility in handling messy data can lead to successful outcomes.

3. Can you provide some real-life examples similar to Ghelgheli's experience?

- **Starbucks:** The coffee giant uses data analytics to choose store locations, considering foot traffic, demographics, and proximity to competitors.
- **Zara:** The fashion retailer employs data analysis to determine store locations, stock management, and customer preferences.
- **McDonald's:** The fast-food chain uses geospatial analysis and demographic data to select optimal locations for new outlets.
- **Airbnb:** The platform uses data to understand travel patterns, pricing, and location preferences to optimize listings and recommendations.
- 1. **Amazon Go:** The cashier-less stores rely on data analytics to choose locations with high foot traffic and tech-savvy customers.