

Foursquare open data analysis

Subject: analyzing 19 trend coffee shop brands in Riyadh.

Data used : Visits , Visitors , rate.

By: @SultanAlolyan

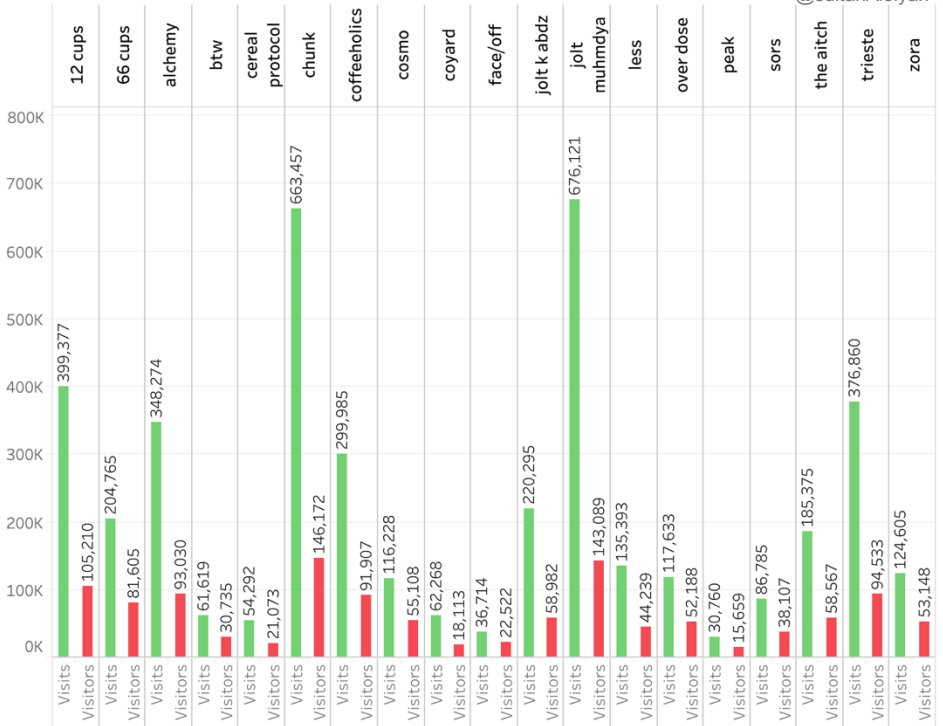
Story 1

Comparing the Foursquare Visits/Visitors data and rates between 19 popular coffee brands

Foursquare Rates

sors	9.400
coyard	9.100
chunk	9.100
jolt k abdz	9.000
66 cups	9.000
coffeeholics	8.900
cereal protocol	8.900
alchemy	8.800
zora	8.700
trieste	8.700
peak	8.700
less	8.600
cosmo	8.600
jolt muhmdya	8.400
over dose	8.200
12 cups	8.200
btw	8.000
the aitch	7.700
face/off	7.300

Total visits/visitors since opening

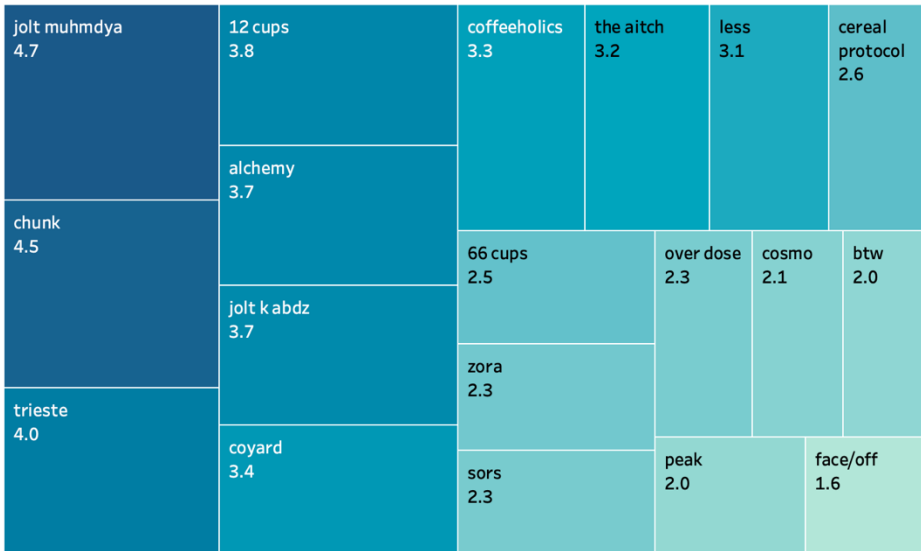


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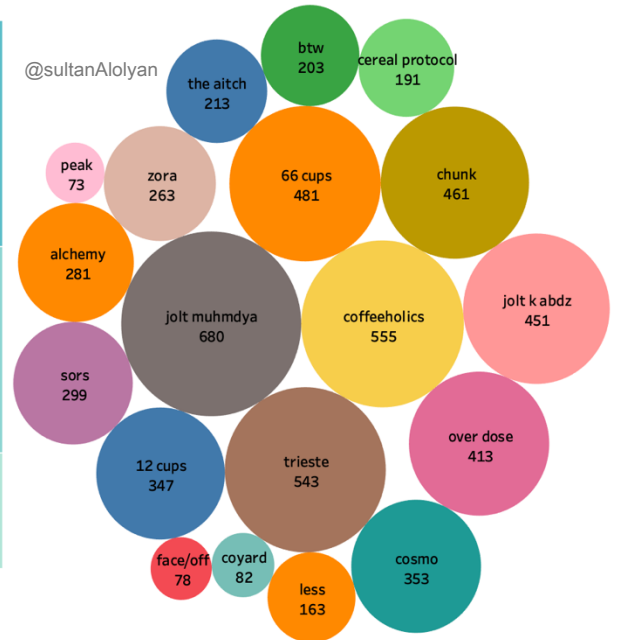
Story 2

The average visits of 1 customer since opening for each shop. depending on the difference between visits/visitors data. and the average check-ins per day for each brand.

Repeat Visits of 1 costumer (since opening)



Visits per day



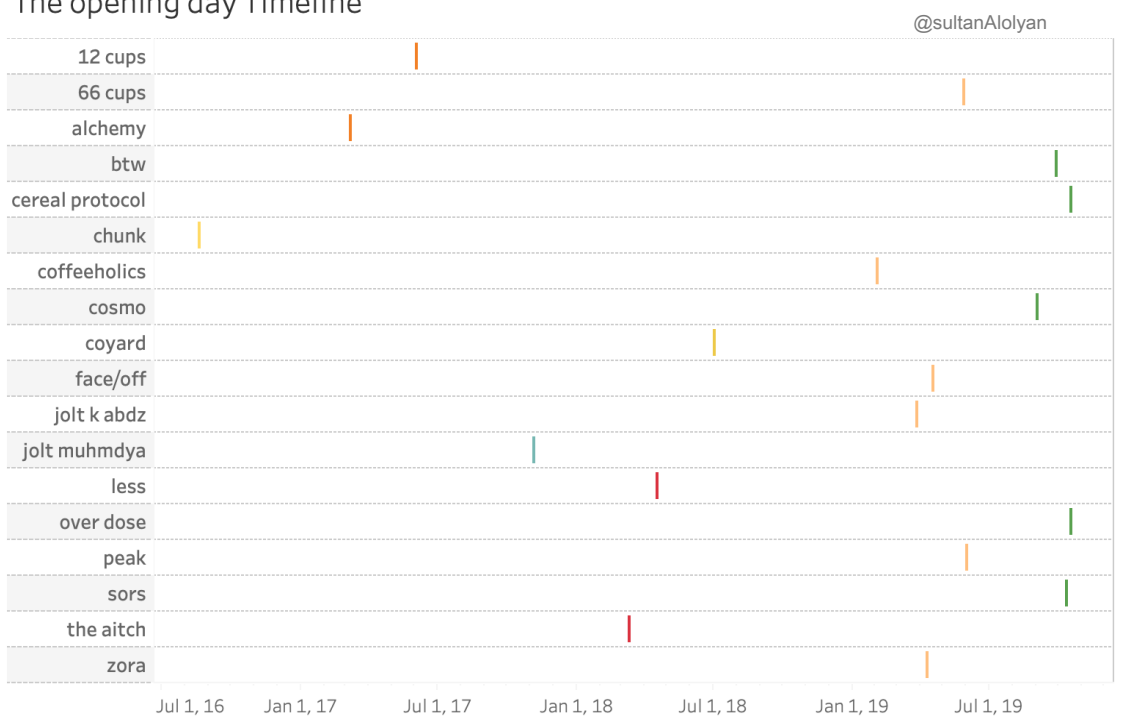
Story 3

Opening day in timeline. in order to have fair competition, I split the 19 brands into groups. depending on the time period, each group has the same opening day time period and different color.

Days since opening

chunk	1,439
alchemy	1,238
12 cups	1,151
jolt muhmdya	995
the aitch	869
less	833
coyard	756
trieste	694
coffeeholics	541
jolt k abdz	489
zora	474
face/off	468
66 cups	426
peak	423
cosmo	329
btw	303
sors	290
over dose	285
cereal protocol	284

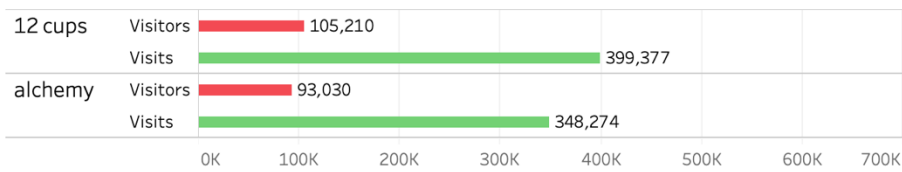
The opening day Timeline



Story 4

(12cups , Alchemy) group. July 2020 stats depend on one-month data (July 20)

ALL TIME



The average visits of 1 Customer



Opening timeline



Visits per day (since opening)

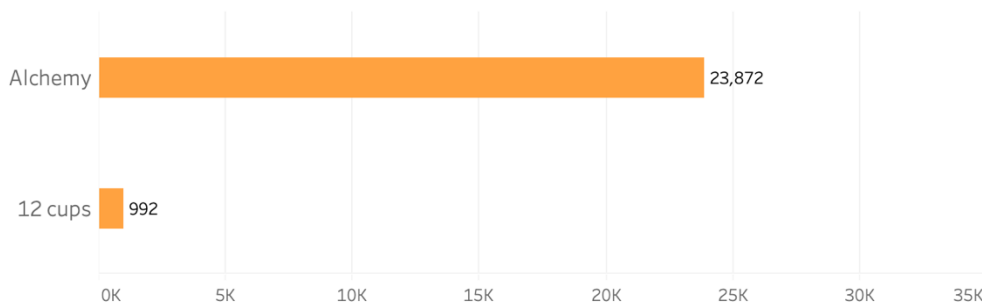


Foursquare rate

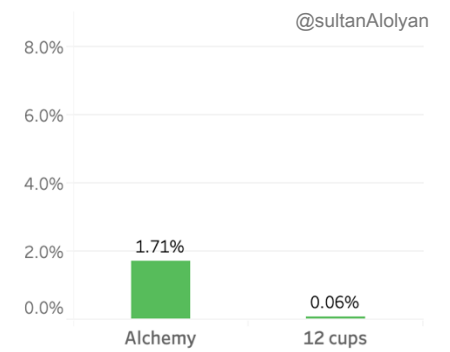


JULY 2020

July20 visits



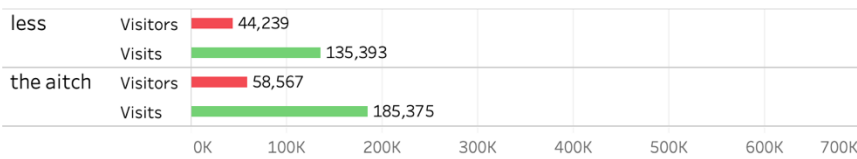
Visits Growth in JULY20



Story 5

(Less, The aitch) group. July 2020 stats depend on one-month data (July 20)

ALL TIME



The average visits of 1 Customer



Opening timeline



Visits per day (since opening)

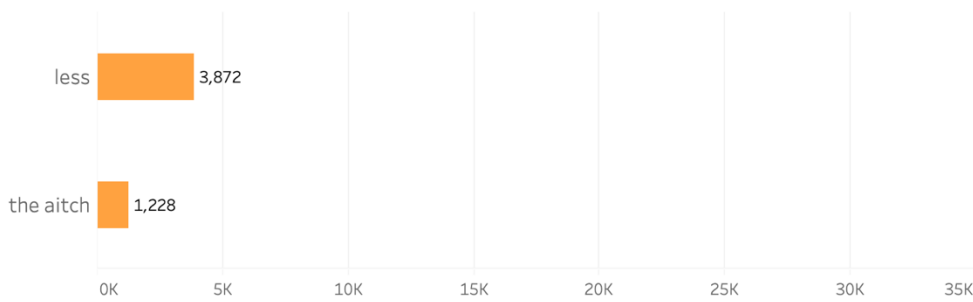


Foursquare rate

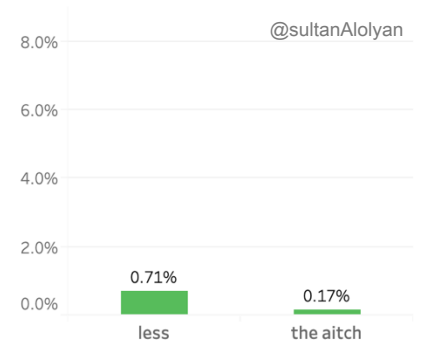


JULY 2020

July20 visits



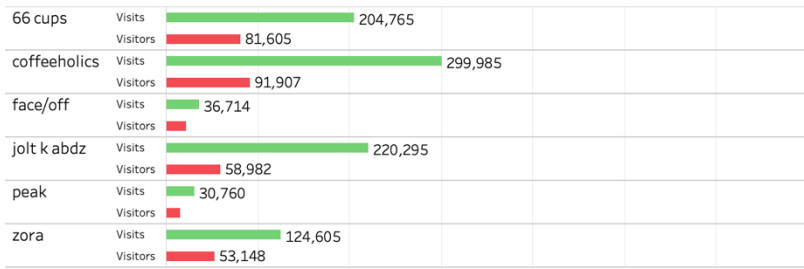
Visits Growth in JULY20



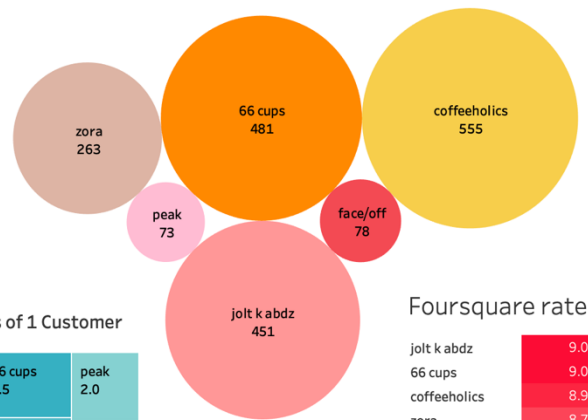
Story 6

(66 cups, Coffeeholics, Face/off, Jolt K abdZ, Peak, Zora) group. July 2020 stats depend on one-month data (July 20)

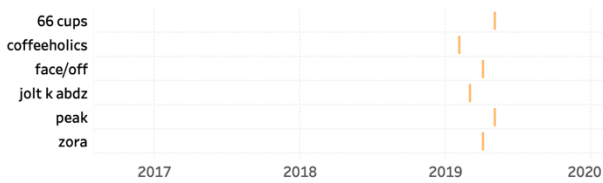
ALL TIME



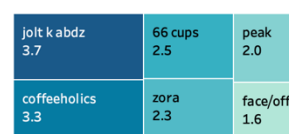
Visits per day (since opening)



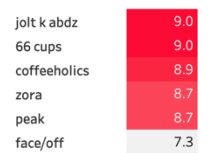
Opening timeline



The average visits of 1 Customer

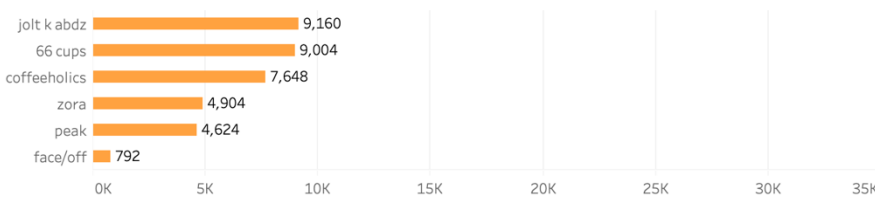


Foursquare rate

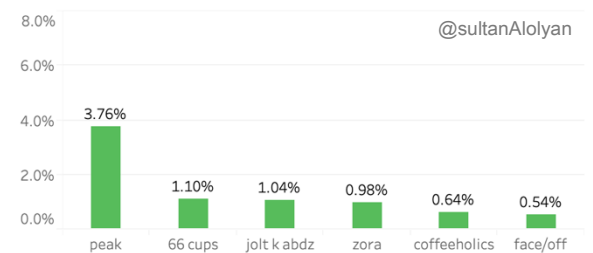


JULY 2020

July20 visits



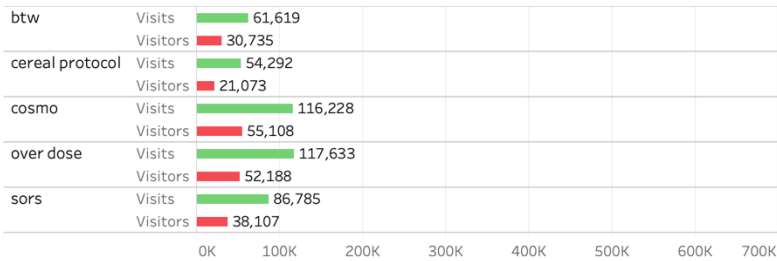
Visits Growth in JULY20



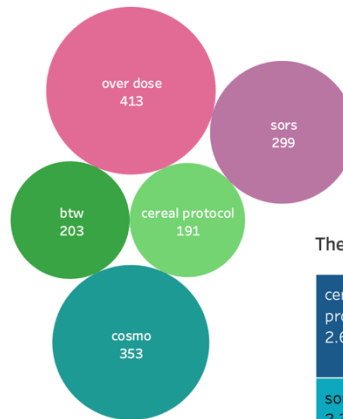
Story 7

(Btw , Cereal protocol , Cosmo , Over dose , Sors) group. July 2020 stats depend on one-month data (July 20)

ALL TIME



Visits per day (since opening)



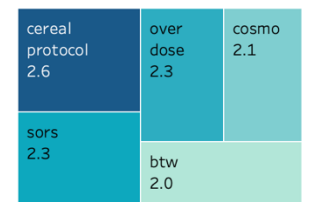
Foursquare rate

sors	9.400
cereal protocol	8.900
cosmo	8.600
over dose	8.200
btw	8.000

Opening timeline

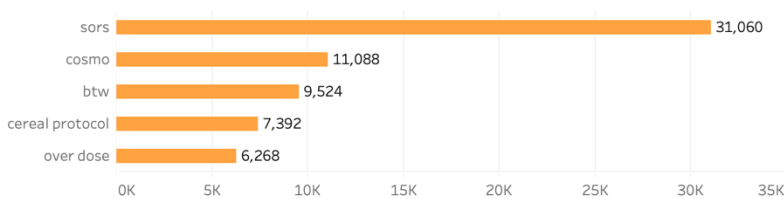


The average visits of 1 Customer

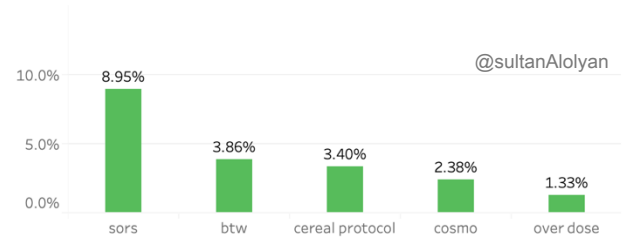


JULY 2020

July20 visits



Visits Growth in JULY20



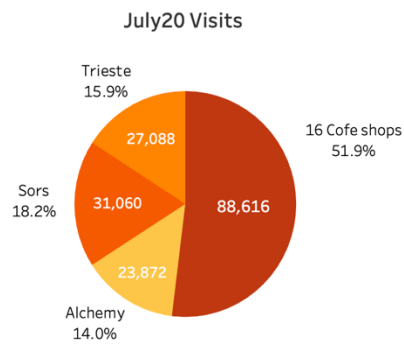
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Story 8

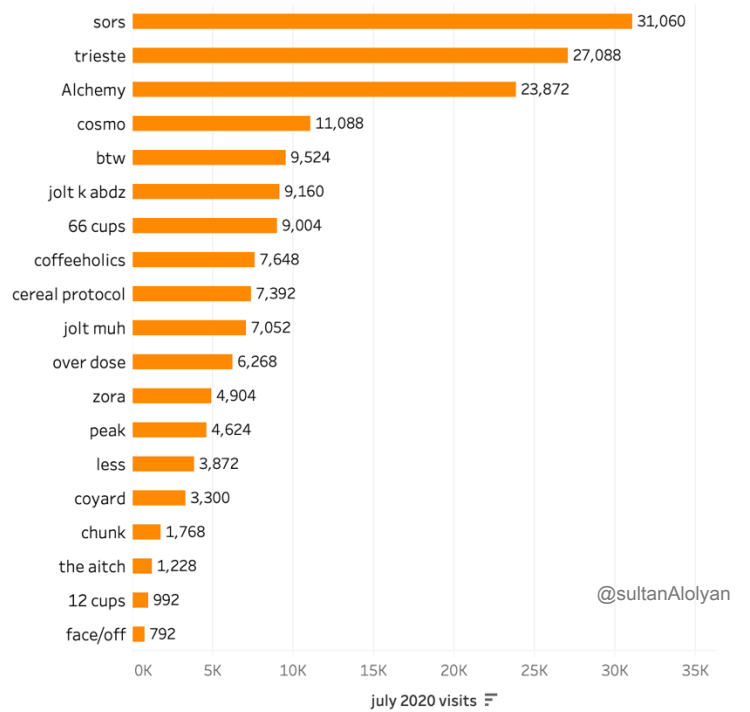
JULY 2020 STATS

Visits Growth in July 20

sors	8.95%
btw	3.86%
peak	3.76%
cereal protocol	3.40%
cosmo	2.38%
trieste	1.80%
Alchemy	1.71%
over dose	1.33%
coyard	1.32%
66 cups	1.10%
jolt k abdz	1.04%
zora	0.98%
less	0.71%
coffeeholics	0.64%
face/off	0.54%
jolt muh	0.26%
the aitch	0.17%
chunk	0.07%
12 cups	0.06%



July20 Visits



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