PYTHAGOR

Site Analysis Report

DEMO - Contemporary restaurant - fictional data

Category: Restaurant
Analysed address Demonstration address, Milan
Coordinates: 45.46420, 9.19000
Catchment Area: 2.84 km²

Prepared for: Demonstration Scenario

Generated on 2026-09-01
Analysis ID: DEMO-FICTIONAL-RESTAURANT-001

Executive decision

Final Opportunity Score

69 /100

Proceed with conditions

Conditional opportunity. The area has potential, but specific risk factors require a differentiated strategy and rigorous cost control.

70 /100 High

Demand Potential

99 /100 High

Competitive Headroom

44 /100 Medium

Real Estate Availability

69 /100 Medium

Accessibility / Footfall

Key insights

- Strong demand potential with a catchment population of 24.680.
- Low competitive pressure provides a clear market opening.

Operational priorities

01 Size the format and capacity around 11.420 target residents and an estimated monthly net footfall of 1.160.000, using both metrics as the commercial planning baseline.

02 Use the destination effect created by 14 competitors: differentiate the offer and price positioning from the nearest operators (145 m).

03 Build the shortlist from the 6 available properties, prioritising monthly rents below the observed average of EUR 4.462.

The Pythagor score is deterministic and traceable; AI is used only to translate the measured evidence into a strategic synthesis.

Table of Contents

Selected area **4**
Analysis parameters 4
Cumulative concentric isochrones 5
Opportunity score breakdown **6**
Component scores 6
Visual overview **8**
Demographics 8
Age distribution 8
Competitor analysis 9
POI distribution 10
POI scores (avg) 10
Footfall analysis 11
ESG score 11
ESG pillar scores 12
Strategic recommendation **12**
Recommendation 12
Business rationale 12
Risk matrix 12
Operational priorities 13
Strategic synthesis 13
Numerical data **14**
Location score 14
Demographics 14
Age groups 14
Employment 14
Competitors 15
POI distribution 15
Footfall analysis 16
ESG score 16
ESG summary 17
ESG pillar scores 17
Commercial properties 18
Data sources and attribution 18

Selected area



Map legend: P = POI, C = competitor, blue marker = analysed location. A representative sample across the area is shown to keep the map readable.

11,420	61	14	6
Target Population	Total POIs	Total Competitors	Total Properties

Analysis parameters

Analysed address	Demonstration address, Milan
Analysis area	12 min (walking)
Concentric sub-analysis	2 cumulative rings
Coordinates	45.4642, 9.1900
Business categories	Restaurant
Modules analyzed	demographic, Competitors, poi, Footfall, Commercial properties, ESG rating
Property type	Sale, Rent
Target age range	25 - 54

Cumulative concentric isochrones

Each ring is cumulative and includes all inner areas. Ring metrics are descriptive only: the final score and AI commentary use the outer area.

Ring	Minutes	Population	Target population
1	6	9,180	4,250
2	12	24,680	11,420

Ring	Minutes	POIs	Positive POIs	Negative POIs	Neutral POIs
1	6	24	13	3	8
2	12	61	31	8	22

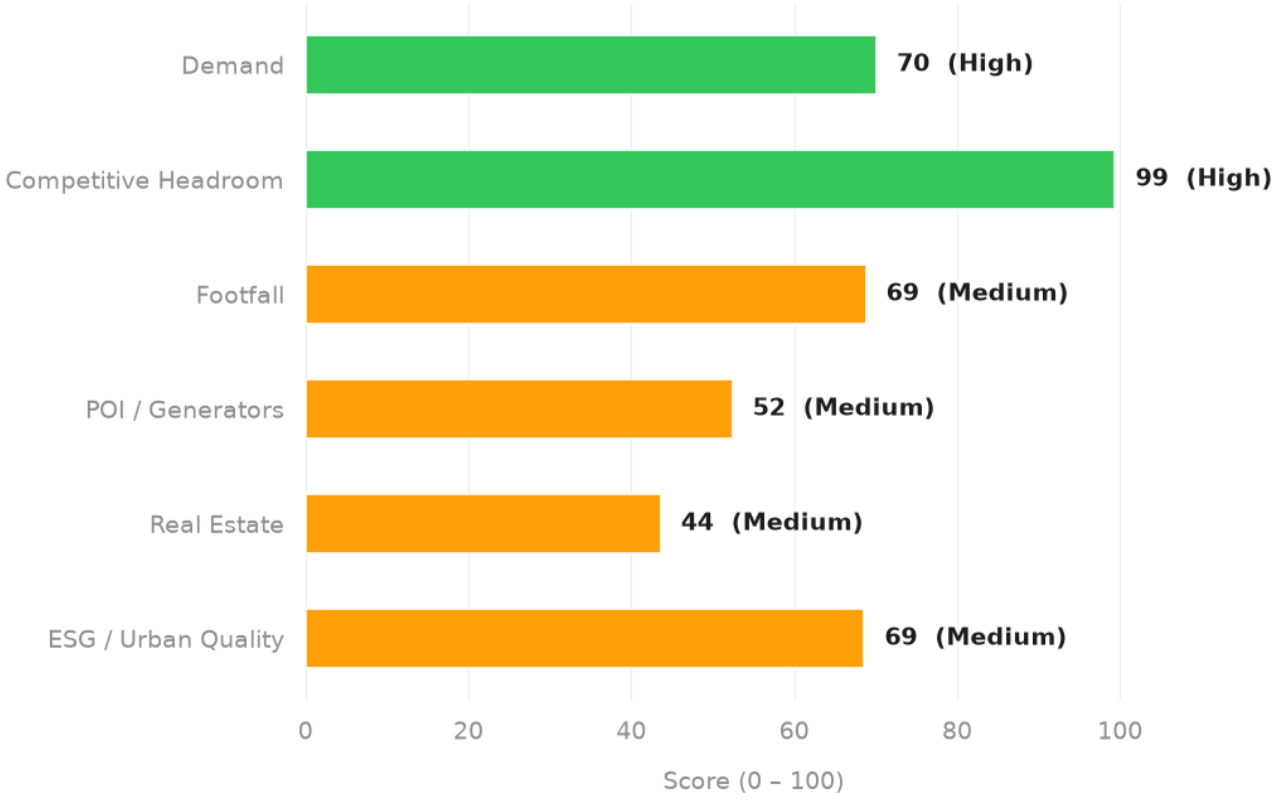
Negative POIs are the points the sector profile penalises: the three counts add up to the total. Direct competitors are counted separately, in the operating metrics table.

Ring	Minutes	Competitors
1	6	5
2	12	14

The strongest demand increase occurs between 6 and 12 minutes: +7,170 target residents, +37 POIs and +9 competitors.

Opportunity score breakdown

Component scores



70/100 Demand Score (High) Weight: 34%

Resident demand 72/100 combined with visitor flow 69/100; for this category 60% of demand comes from non-residents.

99/100 Competitive Headroom Score (High) Weight: 20%

14 competitors detected; nearest at 145m. Competitor distribution: moderately clustered.

69/100 Footfall Score (Medium) Weight: 6%

Net footfall of 1.160.000 with average connectivity 3.70.

52/100 POI / Demand Generators Score (Medium) Weight: 15%

61 POIs in catchment area. Density score 72.4, foot traffic score 76.3.

44/100 Real Estate Score (Medium) Weight: 15%

Avg rent € 4.462/month. Avg sale price € 717.500. 6 properties available.

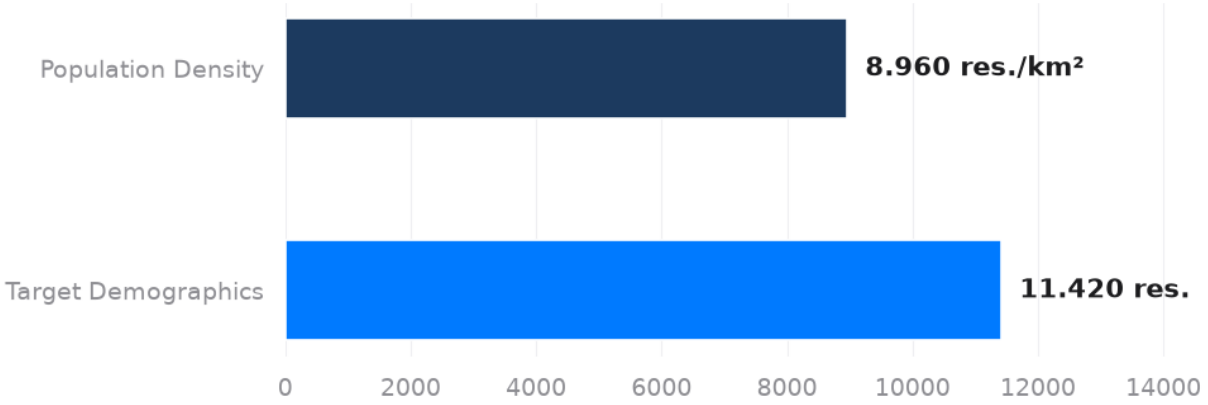
69/100 ESG / Urban Quality Score (Medium) Weight: 10%

ESG score 68.6/100, rating B.

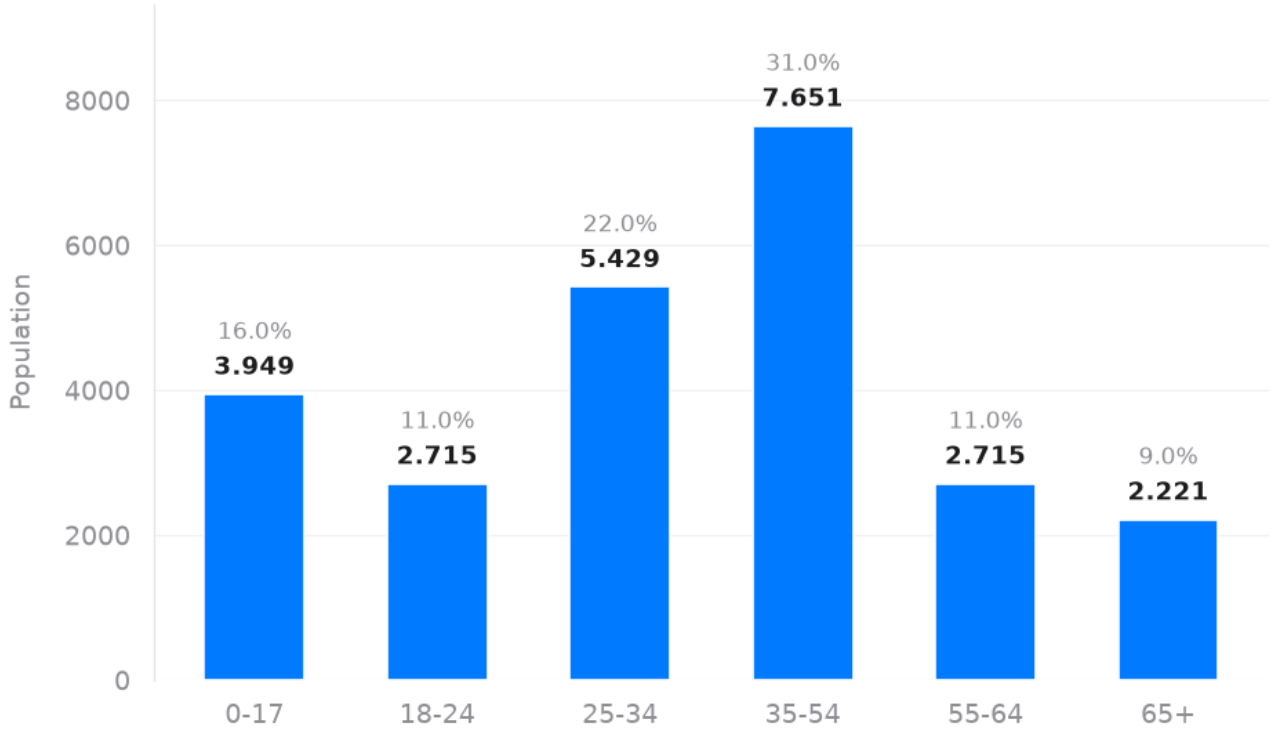
Weighted total: 69 / 100

Visual overview

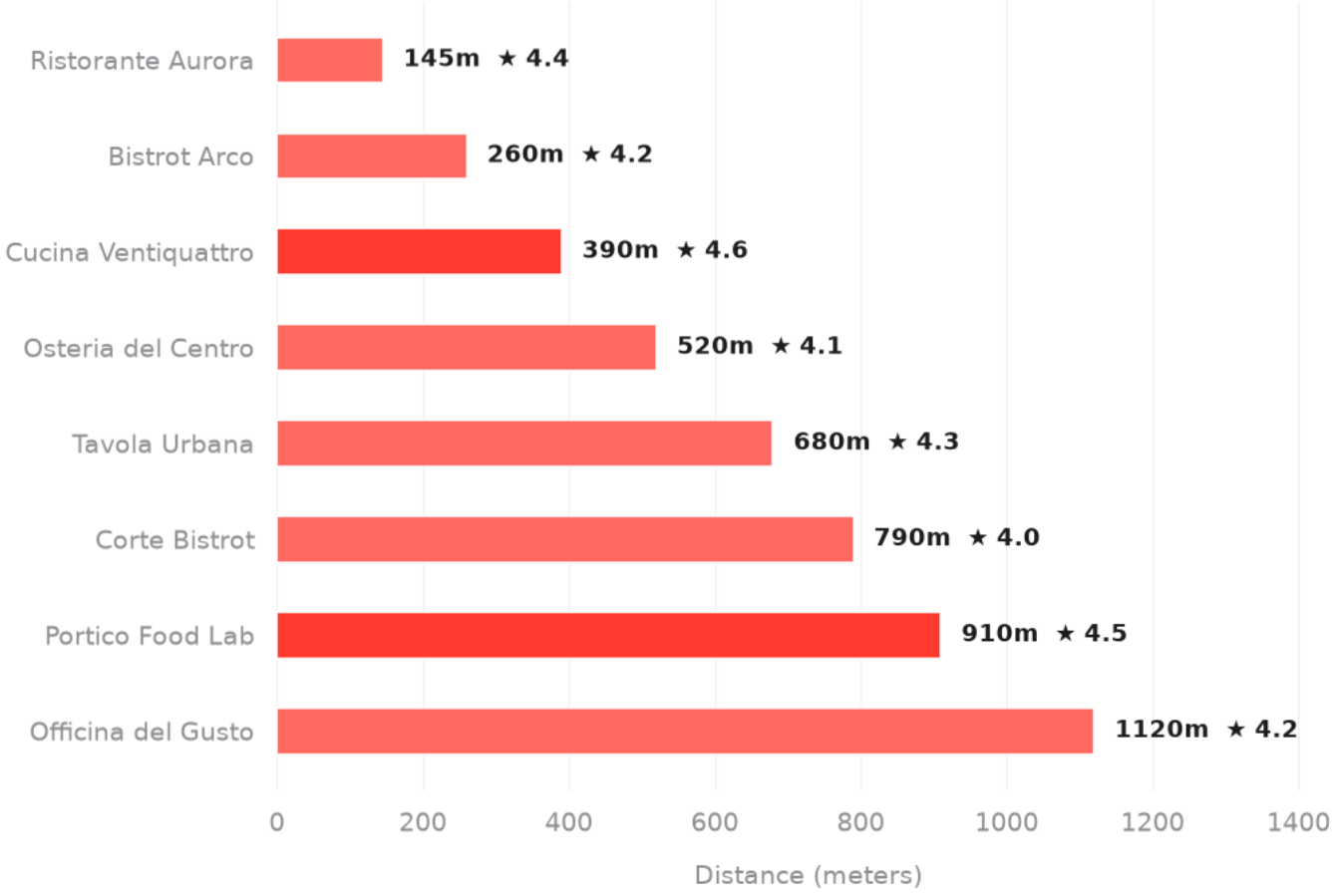
Demographics



Age distribution

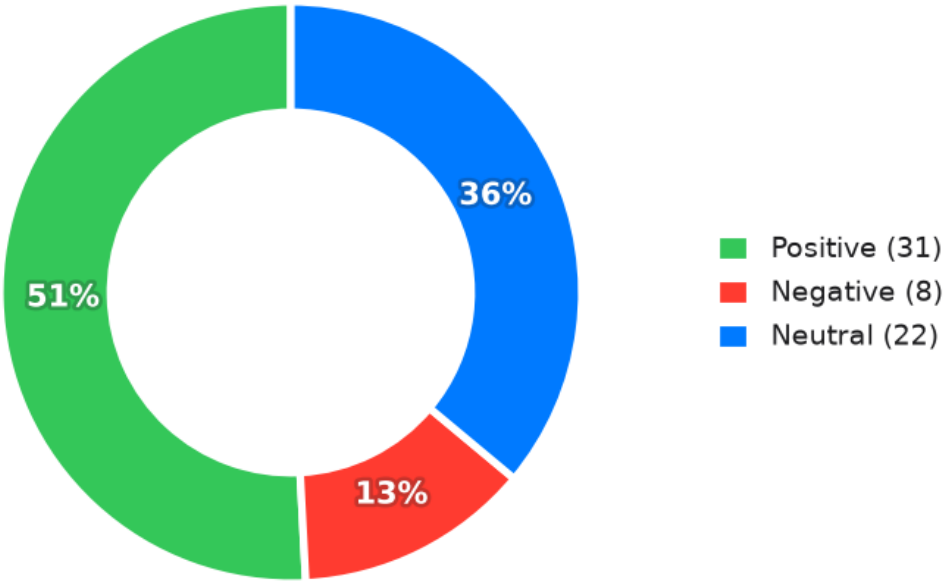


Competitor analysis

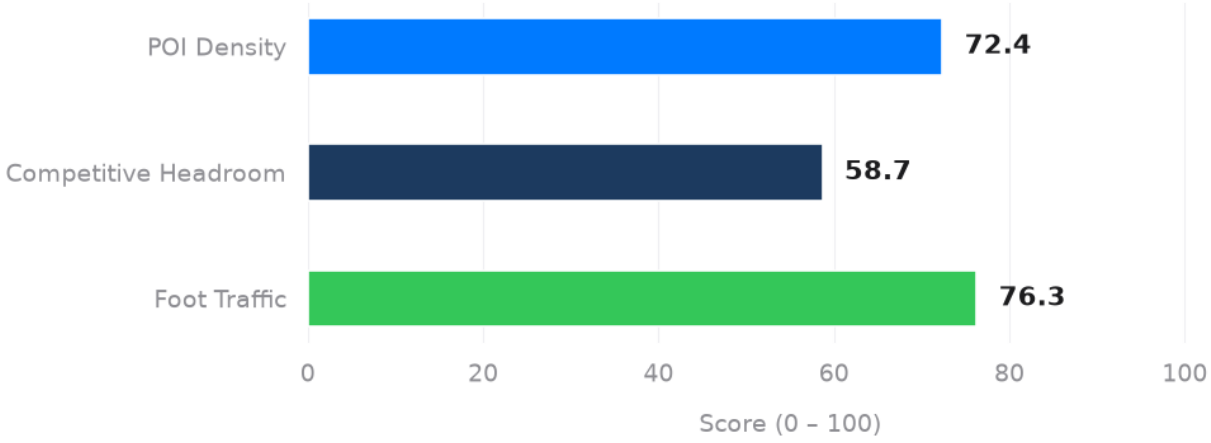


Competitors contribute to the competition score and are displayed separately from complementary and neutral POIs.

POI distribution



POI scores (avg)



Footfall analysis

Estimated Monthly Net Footfall	1,160,000
Total Gross Flow	1,680,000
Interchange Flow	520,000
Stop Count	18
Avg Connectivity	3.70
POIs per stop	19.8

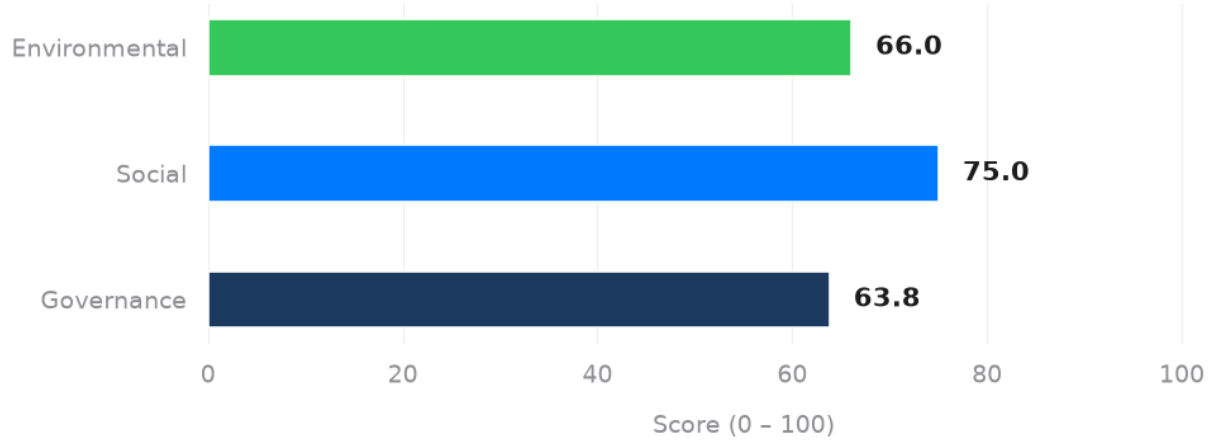
Gross Flow is the total volume of people entering and exiting transport stops within the isochrone. It includes all passages, even those of people who are only making a transfer. The figure refers to a monthly average.

Net Flow represents the people who actually 'land' in the zone, excluding those in transit between lines/modes.

ESG score



ESG pillar scores



Strategic recommendation

Recommendation

The area has potential for a restaurant operation, but entry should be conditional on addressing identified risk factors. A differentiated positioning and disciplined cost management are essential. Note: for this type of business (e.g. bars, restaurants) a high concentration of competitors can create an attractive, and therefore positive, effect. It is also advisable to compare your store's characteristics against competitors (e.g. impulse vs considered purchase).

Business rationale

Demand potential is high (score 70/100); competitive headroom is high (score 99/100); real estate availability is medium (score 44/100).

Risk matrix

Risk	Severity	Evidence	Mitigation
High real estate cost	Medium	Avg rent price € 4.462/month.	Set maximum sustainable rent threshold before site selection. Explore sub-lease or shared-space options.

Operational priorities

- Size the format and capacity around 11.420 target residents and an estimated monthly net footfall of 1.160.000, using both metrics as the commercial planning baseline.
- Use the destination effect created by 14 competitors: differentiate the offer and price positioning from the nearest operators (145 m).
- Build the shortlist from the 6 available properties, prioritising monthly rents below the observed average of EUR 4.462.

Strategic synthesis

DEMO NOTICE: every name, coordinate, value and conclusion in this report is entirely fictional. The summary illustrates the kind of AI-generated commentary the production report carries: the simulated catchment shows demand potential consistent with a contemporary restaurant, while competitive pressure calls for concept differentiation and economic validation before any decision.

Numerical data

Location score

Location Score	69 / 100

Demographics

Total Population	24,680
Target Population	11,420
Population Density (per km²)	8,960
Catchment Area	2.84 km²
Average Age	39.2
Average Annual Income	€ 28,400

Age groups

0-17	3,949 (16.0%)
18-24	2,715 (11.0%)
25-34	5,429 (22.0%)
35-54	7,651 (31.0%)
55-64	2,715 (11.0%)
65+	2,221 (9.0%)

Employment

Employed	13,840
Employment rate (15-64)	68.4%
Unemployment rate (province)	6.8%

Competitors

Total Competitors	14
Competition Density	Medium
Average Distance	602 m
Nearest Competitor	145 m
Search Radius	1200 m

Competitor Details:

Name	Category	Distance	Rating	Reviews	Threat
Ristorante Aurora	Italian restaurant	145m	4.4	286	High
Bistrot Arco	Bistro	260m	4.2	174	High
Cucina Ventiquattro	Restaurant	390m	4.6	351	High
Osteria del Centro	Italian restaurant	520m	4.1	129	Medium
Tavola Urbana	Restaurant	680m	4.3	220	Medium
Corte Bistrot	Bistro	790m	4.0	98	Low
Portico Food Lab	Restaurant	910m	4.5	203	High
Officina del Gusto	Italian restaurant	1120m	4.2	147	Medium

POI distribution

Total POIs	61
Positive POIs	31
Negative POIs	8
Neutral POIs	22
Avg POI Density Score	72.4 / 100
Avg Competition Score	58.7 / 100
Avg Foot Traffic Score	76.3 / 100
Catchment Area	2.84 km²

Nearby competitors

Name	Category	Distance (m)
Scenario Building Site A	Construction Site	210 m
Vacant Unit Scenario B	Vacant Unit	300 m

Name	Category	Distance (m)
Vacant Unit Scenario C	Vacant Unit	480 m
Demonstration Depot	Waste Transfer Station	640 m
Scenario Building Site D	Construction Site	720 m
Demonstration Warehouse	Depot	830 m
Vacant Unit Scenario E	Vacant Unit	910 m
Scenario Building Site F	Construction Site	1010 m

Top POI Categories:

Category	Count
Food And Beverage	18
Retail	14
Public Transport	9
Culture	7
Services	6
Leisure	4
Education	3

Footfall analysis

Estimated Monthly Net Footfall	1,160,000
Total Gross Flow	1,680,000
Interchange Flow	520,000
Stop Count	18
Avg Connectivity	3.70
POIs per stop	19.8

ESG score

ESG Score	68.6 / 100
Rating	B
Factors measured	9 / 9
Province	Demonstration province

ESG summary

An entirely fictional ESG scenario, built only to show the structure of the production report.

Strengths

- Simulated pedestrian accessibility above average
- Good fictional coverage of essential services

Risks

- Demonstrative indicators cannot support real decisions

Recommended actions

- Request an analysis for the actual location
- Validate rent, capex and operating sustainability

Conclusion

This section demonstrates the level of detail in the output; it does not assess a real territory.

ESG pillar scores

Environmental	66.05 / 100
Social	75.00 / 100
Governance	63.80 / 100

Environmental factors

Indicator	Value	Score	Source	Data type	Conf.
Air quality	29.4	64	Demonstrative source	Estimated	70
Urban green	18.7	69	Demonstrative source	Derived	75
Public transport	18	72	Demonstrative source	Observed	80
Waste management	61.2	58	Demonstrative source	Observed	78

Social factors

Indicator	Value	Score	Source	Data type	Conf.
Walkability	81	81	Demonstrative source	Derived	78
Essential services	12	68	Demonstrative source	Observed	80
Healthcare quality	74	74	Demonstrative source	Derived	76

Governance factors

Indicator	Value	Score	Source	Data type	Conf.
Admin efficiency	63	63	Demonstrative source	Estimated	66
LTZ / pedestrian areas	1	65	Demonstrative source	Observed	70

All indicators are shown, including unavailable ones, with their source, data type (observed/derived/estimated) and confidence (0-100).

Commercial properties

Total Properties	6
Property types	Retail (3), Restaurant (3)
For Sale	2
For Rent	4
Average Sale Price	€ 717.500
Average Rent Price	€ 4.462/mese
Average Area	141 m²

Property Listings:

Title	Type	Price	Area	Distance
Shop with window - Scenario A	Retail	€ 4.200/mese	128 m²	180m
Commercial space - Scenario B	Restaurant	€ 5.100/mese	156 m²	340m
Corner shop - Scenario C	Retail	€ 690.000	142 m²	470m
Unit with outdoor seating - Scenario D	Restaurant	€ 4.650/mese	136 m²	610m
Commercial unit - Scenario E	Retail	€ 745.000	165 m²	760m
Food service space - Scenario F	Restaurant	€ 3.900/mese	119 m²	890m

Data sources and attribution

Processed by Pythagor on data from: Demonstrative source.
Full attributions and licences: https://pythagor.it/fonti