



PYTHAGOR

Site Analysis Report

DEMO - Contemporary restaurant - fictional data

Category: Restaurant

Coordinates: 45.46420, 9.19000

Catchment Area: 2.84 km²

Prepared for: Scenario Dimostrativo

Generated on 2026-08-10

Analysis ID: DEMO-FICTIONAL-RESTAURANT-001

Proceed with conditions

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

72 /100 High

Demand Potential

91 /100 High

Competition Pressure

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

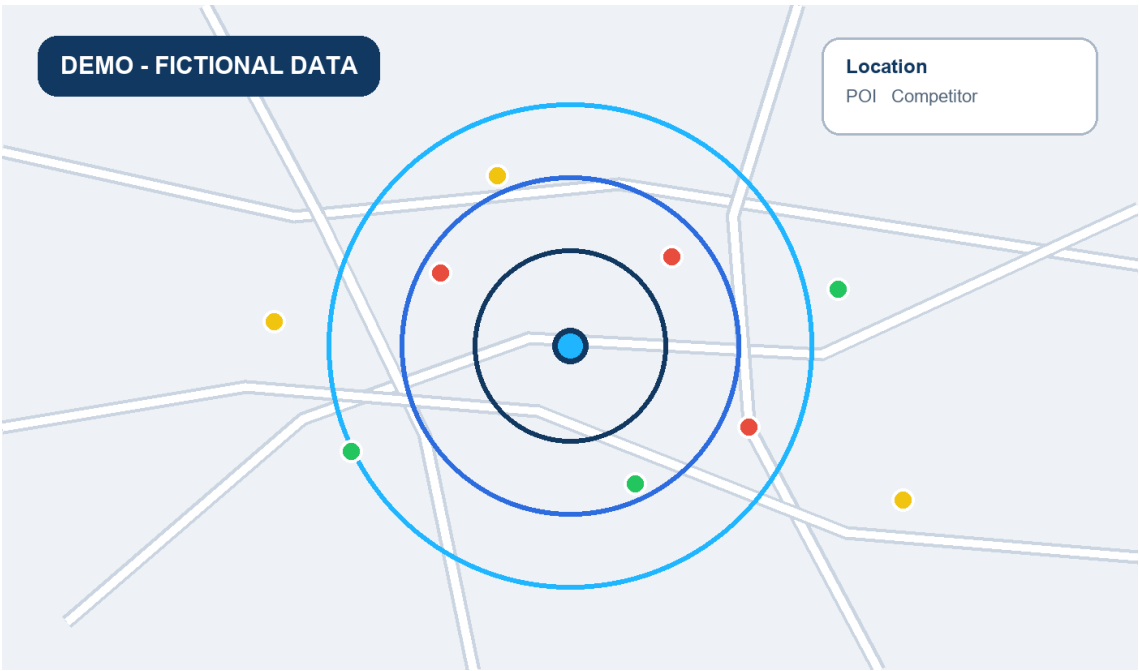
- 01 Size the format and capacity around 11.420 target residents and an estimated monthly net footfall of 1.160.000, using both metrics as the commercial planning baseline.
- 02 Use the destination effect created by 14 competitors: differentiate the offer and price positioning from the nearest operators (145 m).

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

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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.

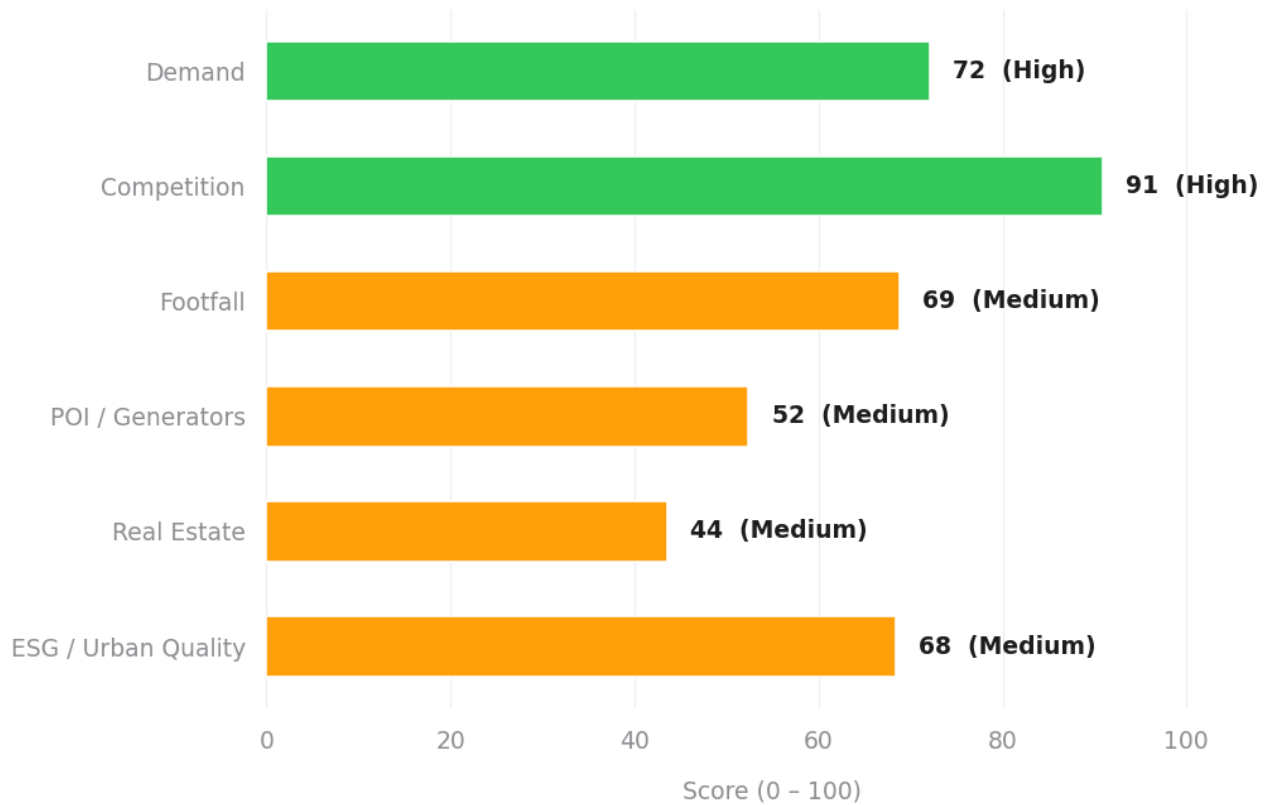
11,420	61	14	6
Target Population	Total POIs	Total Competitors	Total Properties

Analysis parameters

Analysis area	12 min (walking)
Coordinates	45.4642, 9.1900
Business categories	Restaurant
Modules analyzed	Demographics, Competitors, Points of interest, Footfall, Commercial properties, ESG rating
Property type	Sale, Rent
Max results per source	20
Target age range	25 - 54

Opportunity score breakdown

Component scores



72/100 Demand Score (High) Weight: 25%
Catchment population of 24.680 with 11.420 target residents and density of 8.960/km2.

91/100 Competition Score (High) Weight: 20%
14 competitors detected; nearest at 145m. Competition density: Medium.

69/100 Footfall Score (Medium) Weight: 15%
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.

68/100

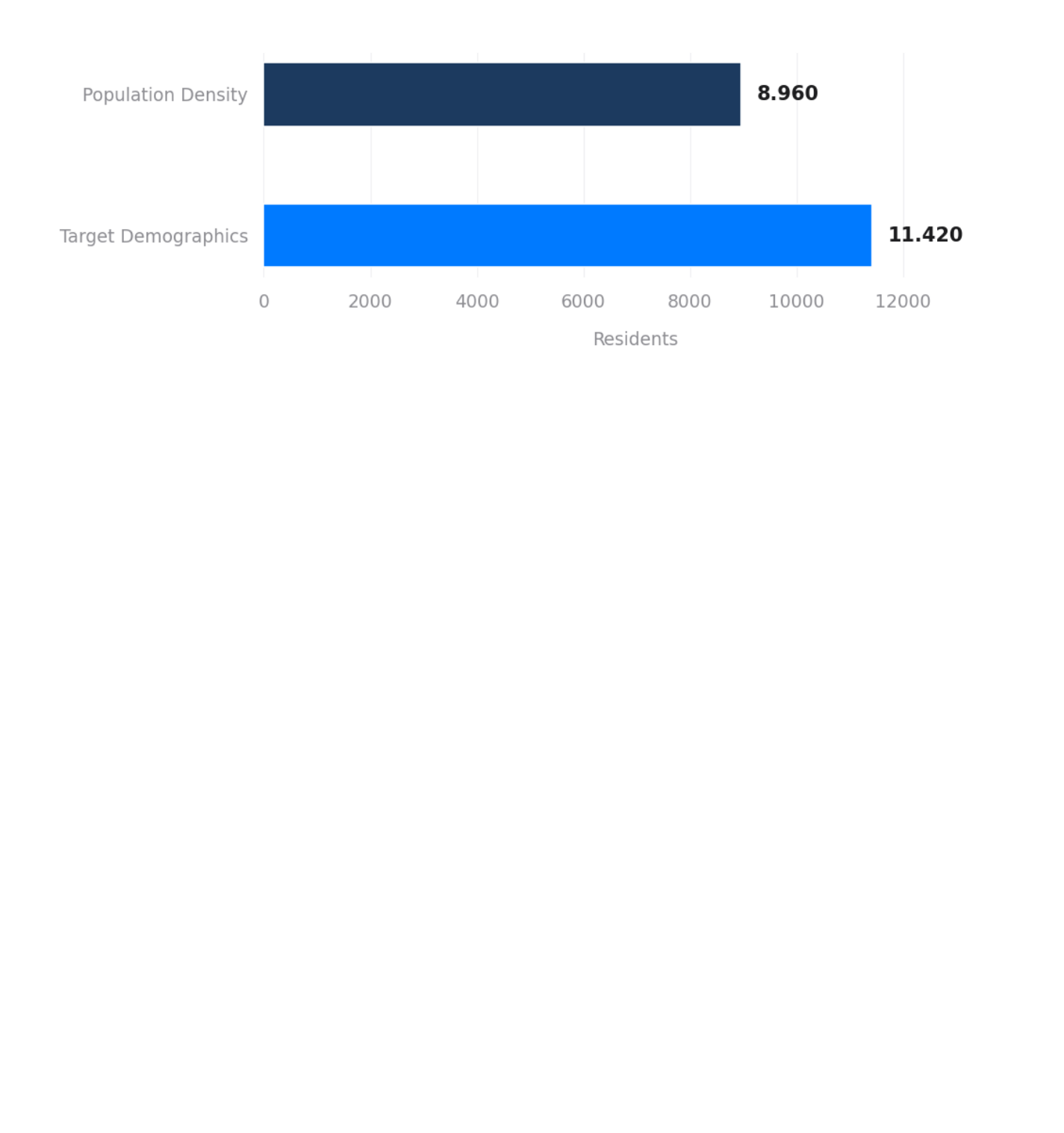
ESG / Urban Quality Score (Medium) Weight: 10%

ESG score 68.4/100, rating B.

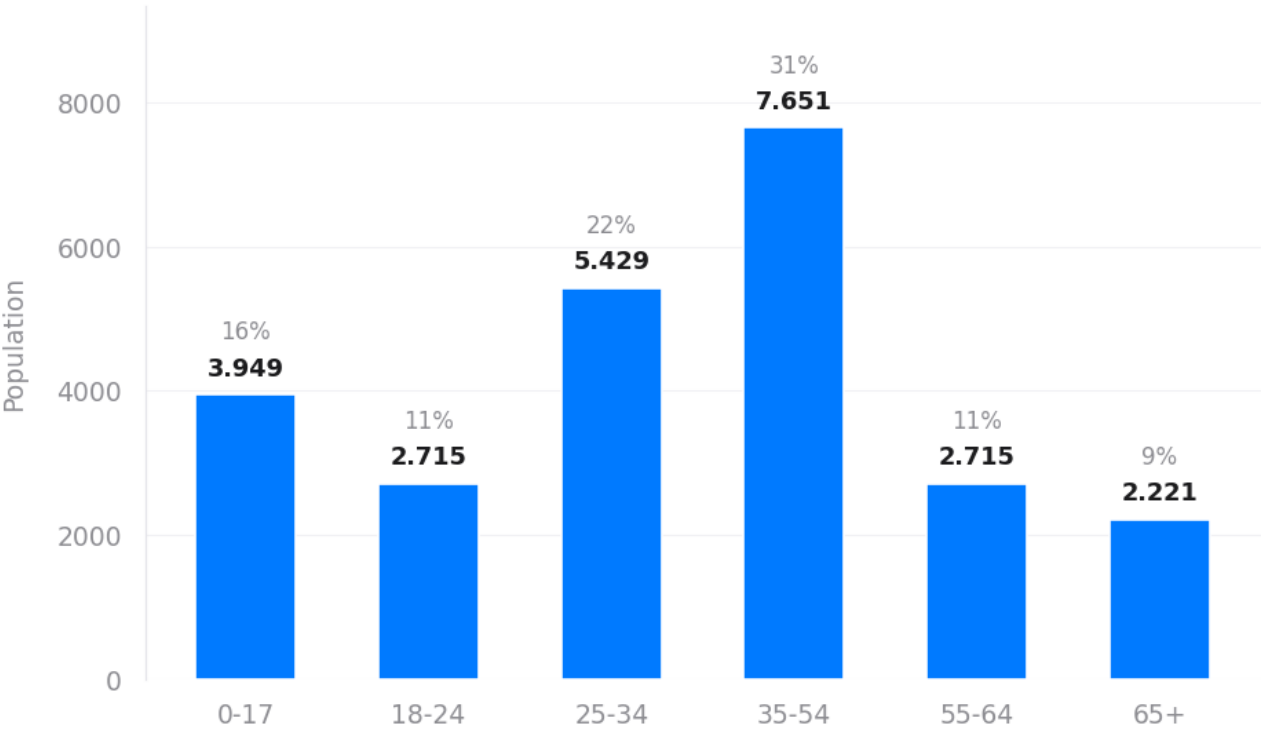
Weighted total: 68 / 100

Visual overview

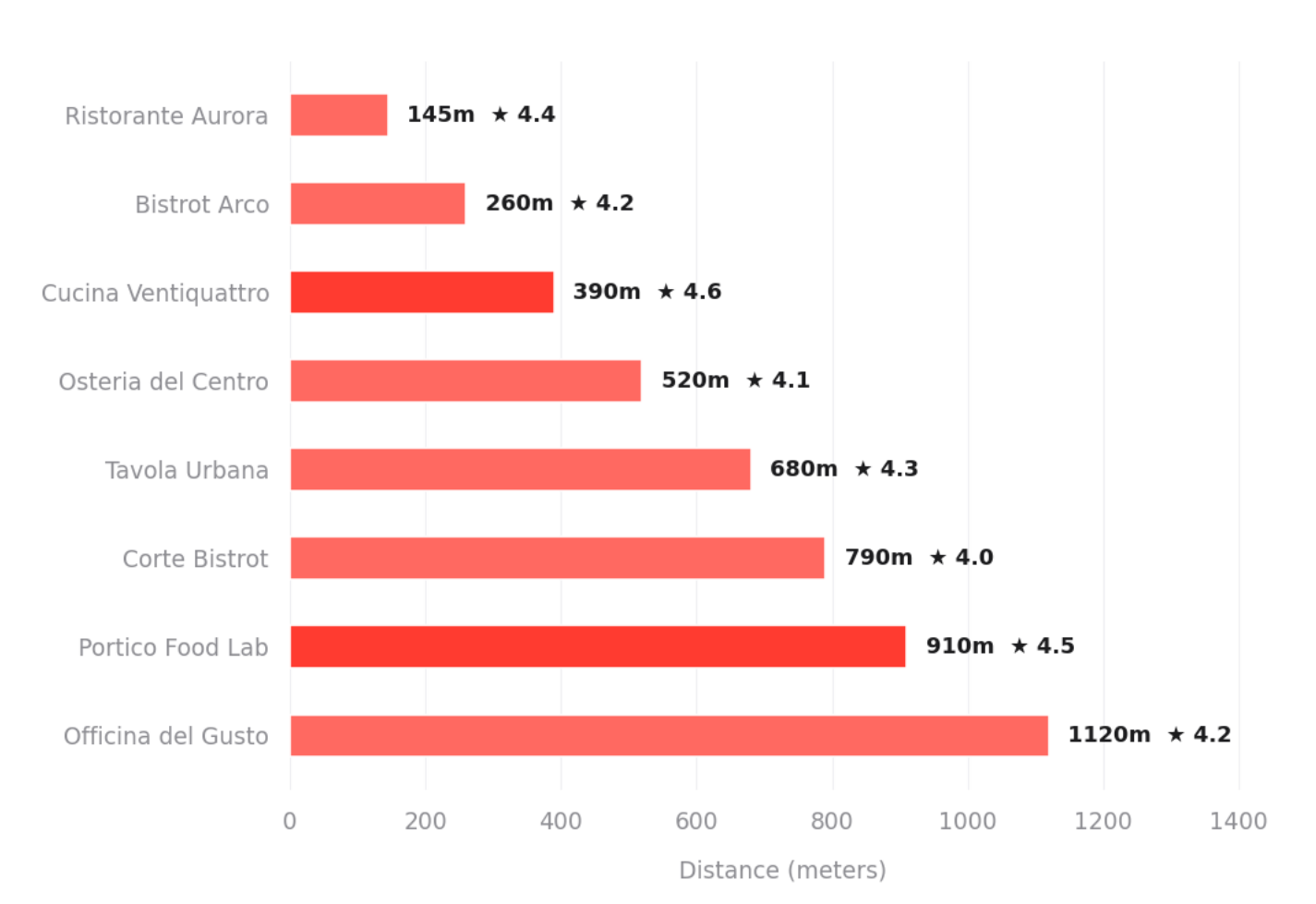
Demographics



Age distribution

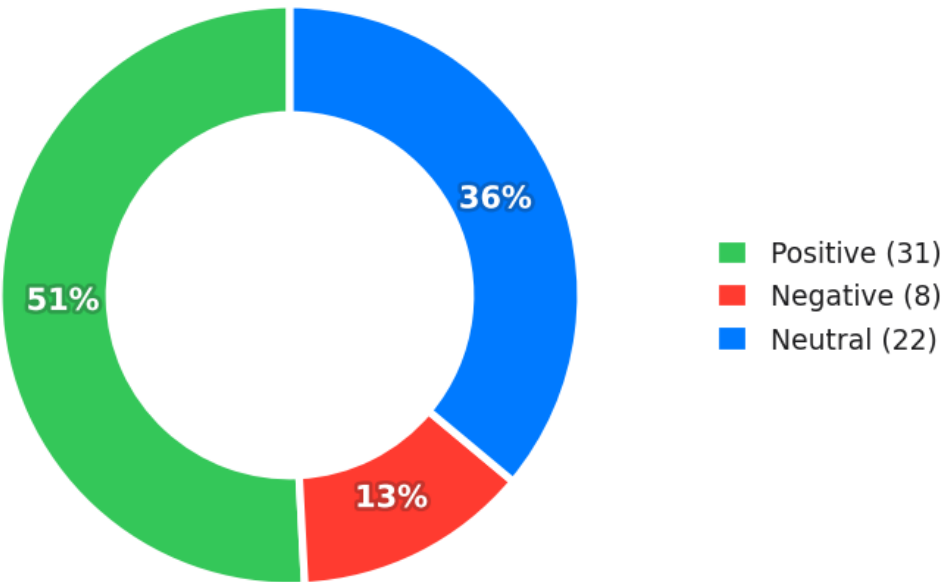


Competitor analysis

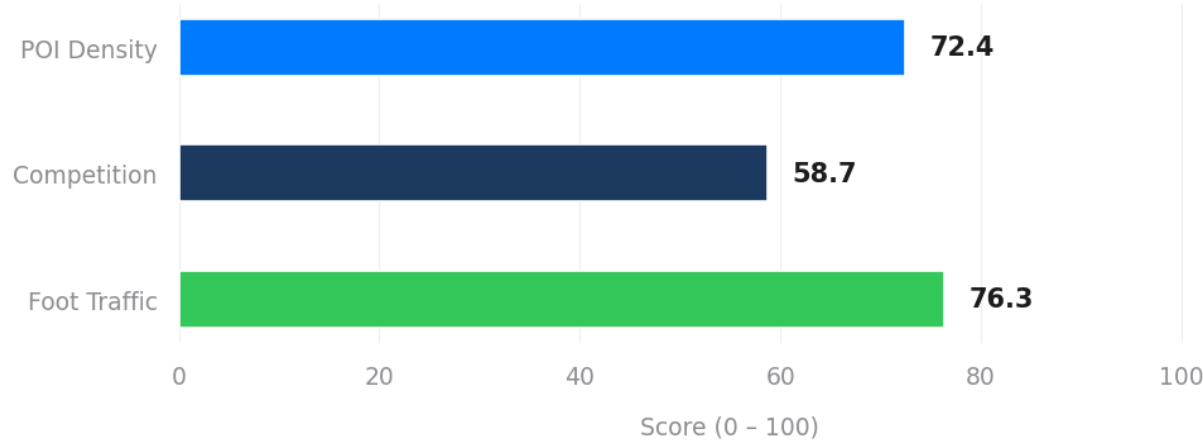


Competitors contribute to the competition score and are displayed separately from complementary and neutral POIs.

POI distribution



POI scores (avg)



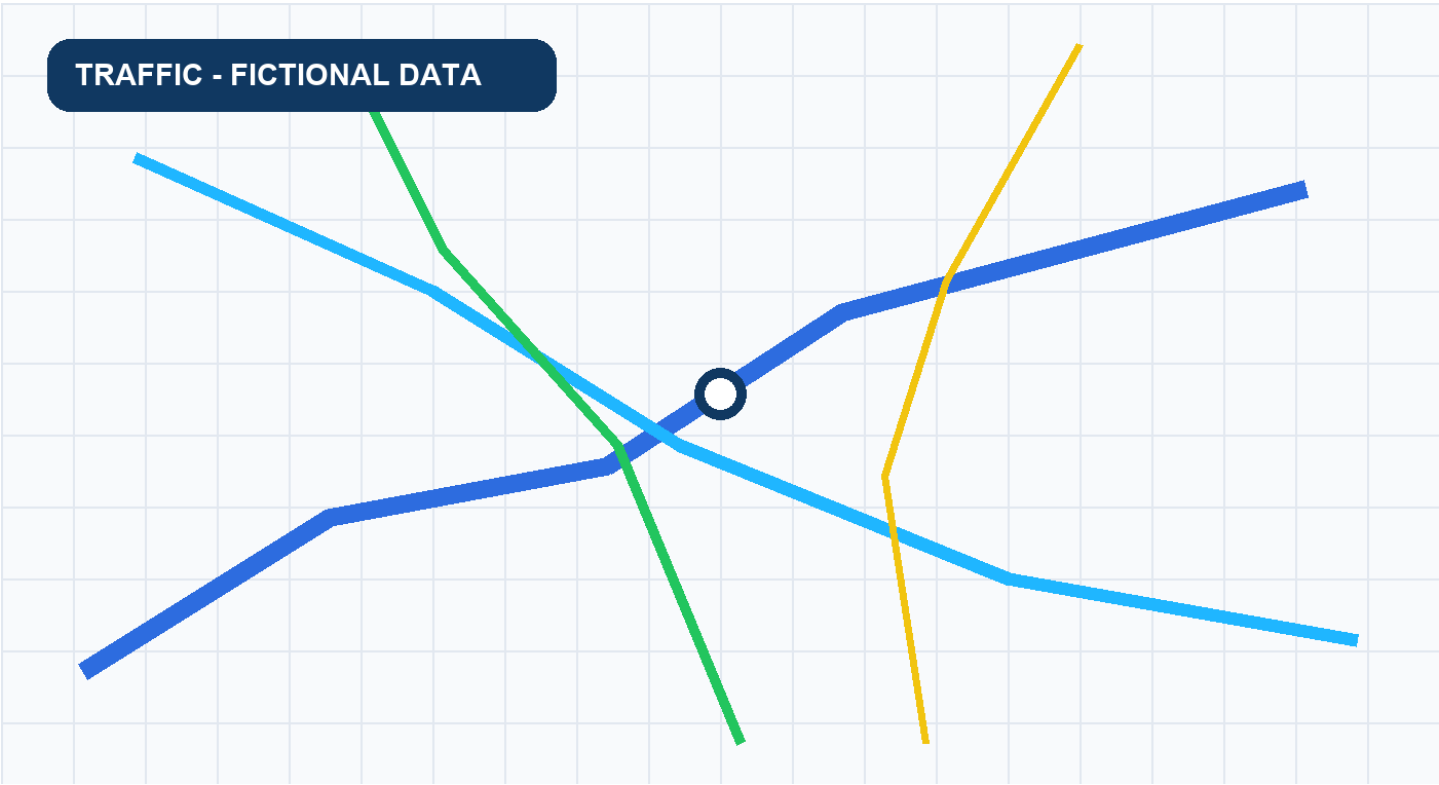
Footfall analysis

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

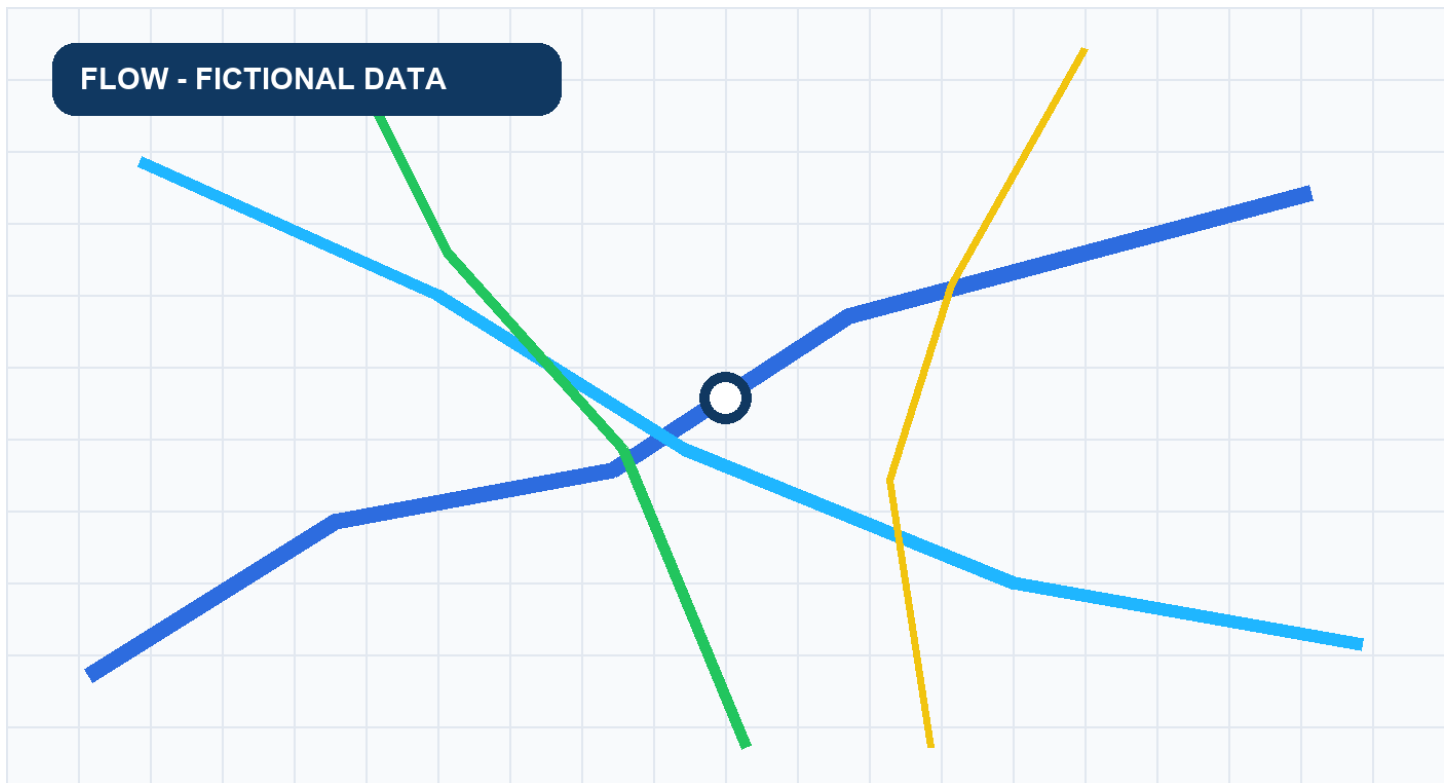
Gross Flow is the total volume of people entering and exiting transport stops within the isochrone. It includes all passages, even those of people who are only making a transfer. The figure refers to a monthly average.

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

Path visualization - traffic



Path visualization - flow



Traffic and Flow measure two different aspects of urban passage.

Traffic estimates how many people pass through a street segment in a given period, e.g. on a monthly basis.

Flow indicates instead how central that segment is within the city network: the more efficient paths cross a street, the more strategic it is.

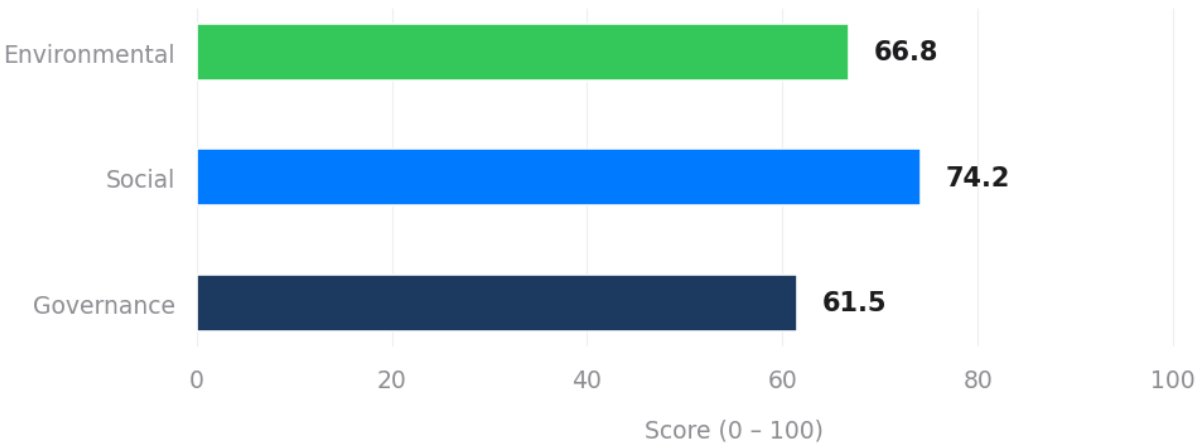
In short: Traffic measures the estimated level of pedestrian passage; Flow measures the importance of a street in the urban network.

Example: a street may have high Traffic because it is in a commercial or tourist zone, but low Flow if it is not the most strategic connection in the network. Conversely, a street may have high Flow because it connects different city zones well, even if it is in a less frequented area (low Traffic).

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 72/100); competition pressure is high (score 91/100); 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, figure and conclusion in this report is entirely fictional. The synthesis illustrates the type of AI-generated commentary included in the production report: the simulated catchment suggests demand aligned with a contemporary restaurant, while competitive pressure requires concept differentiation and financial validation before any decision.

Numerical data

Location score

Location Score	68 / 100
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Demographics

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

Age groups

0-17	3,949 (16%)
18-24	2,715 (11%)
25-34	5,429 (22%)
35-54	7,651 (31%)
55-64	2,715 (11%)
65+	2,221 (9%)

Employment

Employed	13,840
Employment rate (15-64)	68.4%
Unemployment rate (province)	6.8%
Estimated unemployed	1,012

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
Analysis Method	Isochrone Walking

Nearby competitors

Name	Category	Distance (m)
Ristorante Aurora	Italian Restaurant	145 m

Name	Category	Distance (m)
Bistrot Arco	Bistro	260 m
Cucina Ventiquattro	Restaurant	390 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
POI Density	19.8

ESG score

ESG Score	68.40 / 100
Rating	B
Province	Provincia demo

ESG summary

An entirely fictional ESG scenario created only to demonstrate the production report structure.

Strengths

- Simulated pedestrian accessibility above the benchmark
- 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 output detail; it does not assess a real territory.

ESG pillar scores

Environmental	66.80 / 100
Social	74.20 / 100
Governance	61.50 / 100

Environmental factors

Indicator	Value	Score	Source	Data type	Conf.
Air quality	29.4 µg/m³	64	Fonte dimostrativa	Estimated	70
Urban green	18.7 %	69	Fonte dimostrativa	Derived	75
Public transport	18 fermate	72	Fonte dimostrativa	Observed	80

Social factors

Indicator	Value	Score	Source	Data type	Conf.
Walkability	81 /100	81	Fonte dimostrativa	Derived	78
Accessibility	74 /100	74	Fonte dimostrativa	Derived	76
Essential services	12 categorie	68	Fonte dimostrativa	Observed	80

Governance factors

Indicator	Value	Score	Source	Data type	Conf.
LTZ / pedestrian areas	1 presenza	65	Fonte dimostrativa	Observed	70
Municipal incentives	52 /100	52	Fonte dimostrativa	Estimated	60

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
Locale vetrinato - Scenario A	Retail	€ 4.200/mese	128 m²	180m
Spazio commerciale - Scenario B	Restaurant	€ 5.100/mese	156 m²	340m
Negoziο angolare - Scenario C	Retail	€ 690.000	142 m²	470m
Locale con dehors - Scenario D	Restaurant	€ 4.650/mese	136 m²	610m
Unit? commerciale - Scenario E	Retail	€ 745.000	165 m²	760m
Spazio ristorazione - Scenario F	Restaurant	€ 3.900/mese	119 m²	890m