

# Battle of Neighborhoods

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# Introduction

# Munich

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- Munich is the capital and most populous city of Bavaria with a population of 1,558,395 inhabitants as of July 31, 2020
- It is the third-largest city in Germany, after Berlin and Hamburg, and thus the largest which does not constitute its own state, as well as the 11th-largest city in the European Union
- It is well known that Munich is a great destination for tourists due to the variety of activities, lakes, parks and beer gardens to museums, historical sites and massive stores, there is something for everyone who visits Munich.



# Business Problem

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- Munich has lots of hotels as it is a tourism destination
- Laundry or dry-cleaning services provided by the Hotels are very expensive.
- We will analyze the area around the hotels to find good places to open a laundry



Data

# Data Used for the Analysis

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- Data related to the [Boroughs](#) in Munich from Wikipedia.
- Foursquare APIs to fetch the hotels in each Borough.
- Foursquare API to fetch the laundries around the hotels



# Analysis



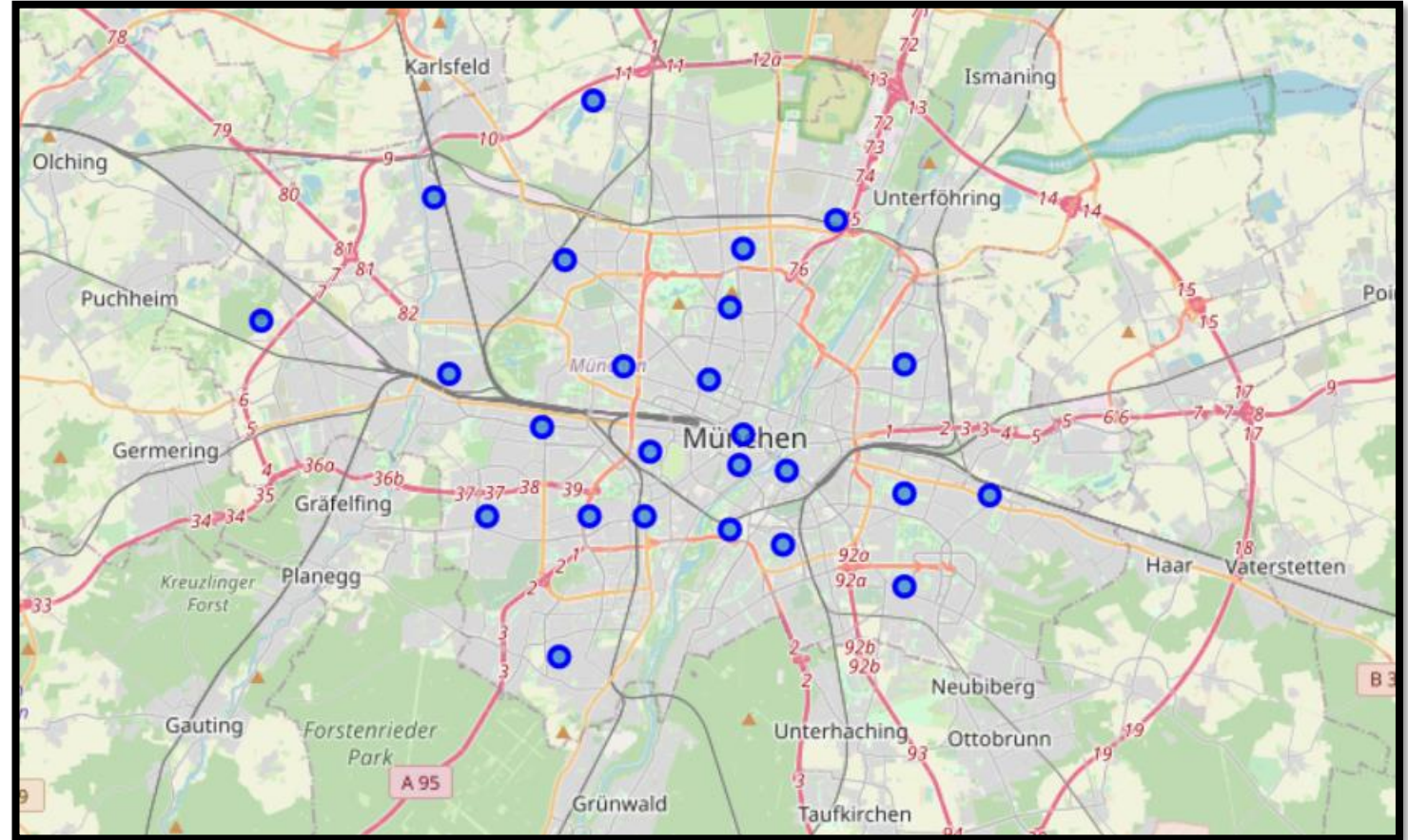
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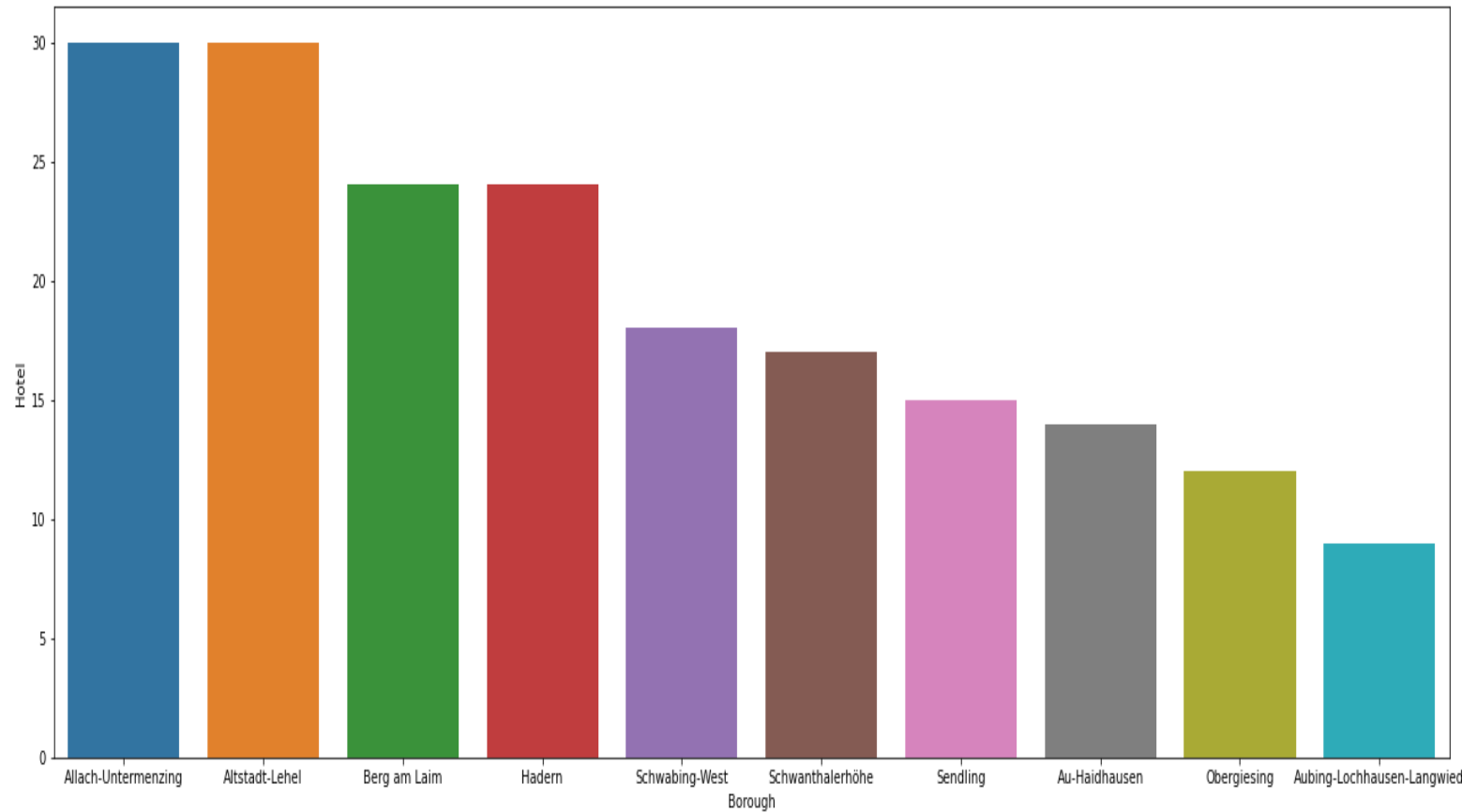
# Locations of the Boroughs in Munich

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# Top 10 Boroughs Based on Number of Hotels

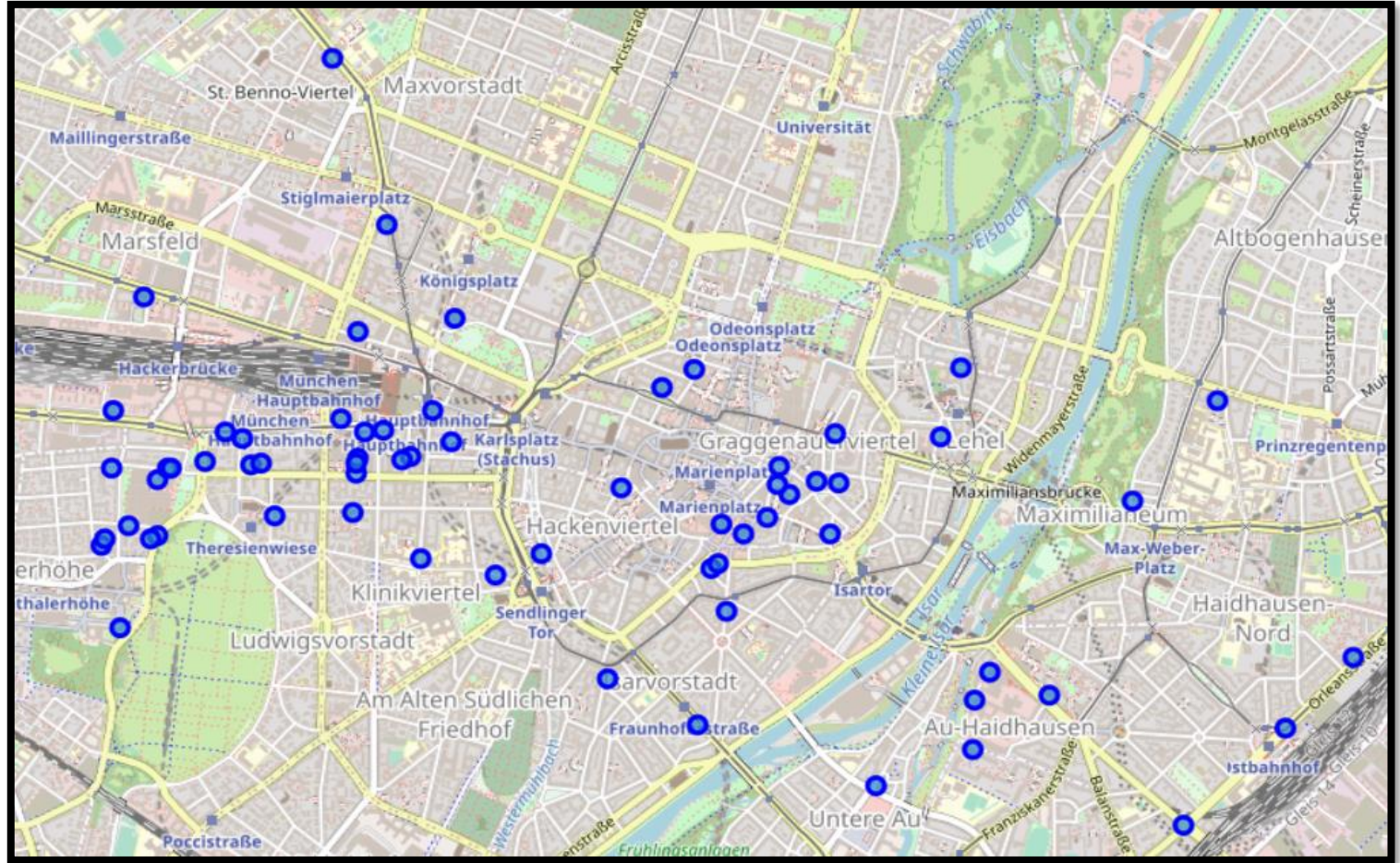
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# Hotels Locations in Munich

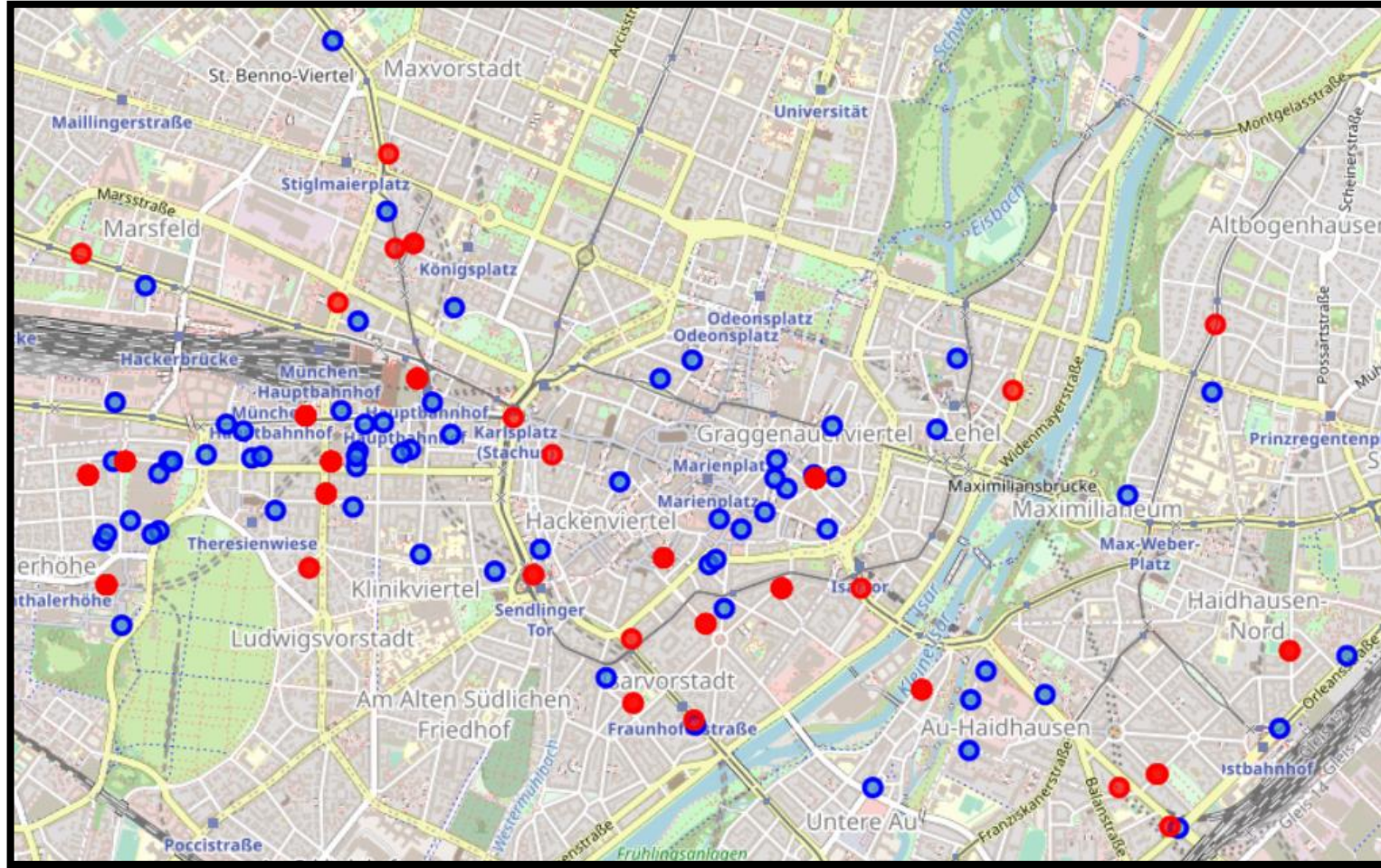
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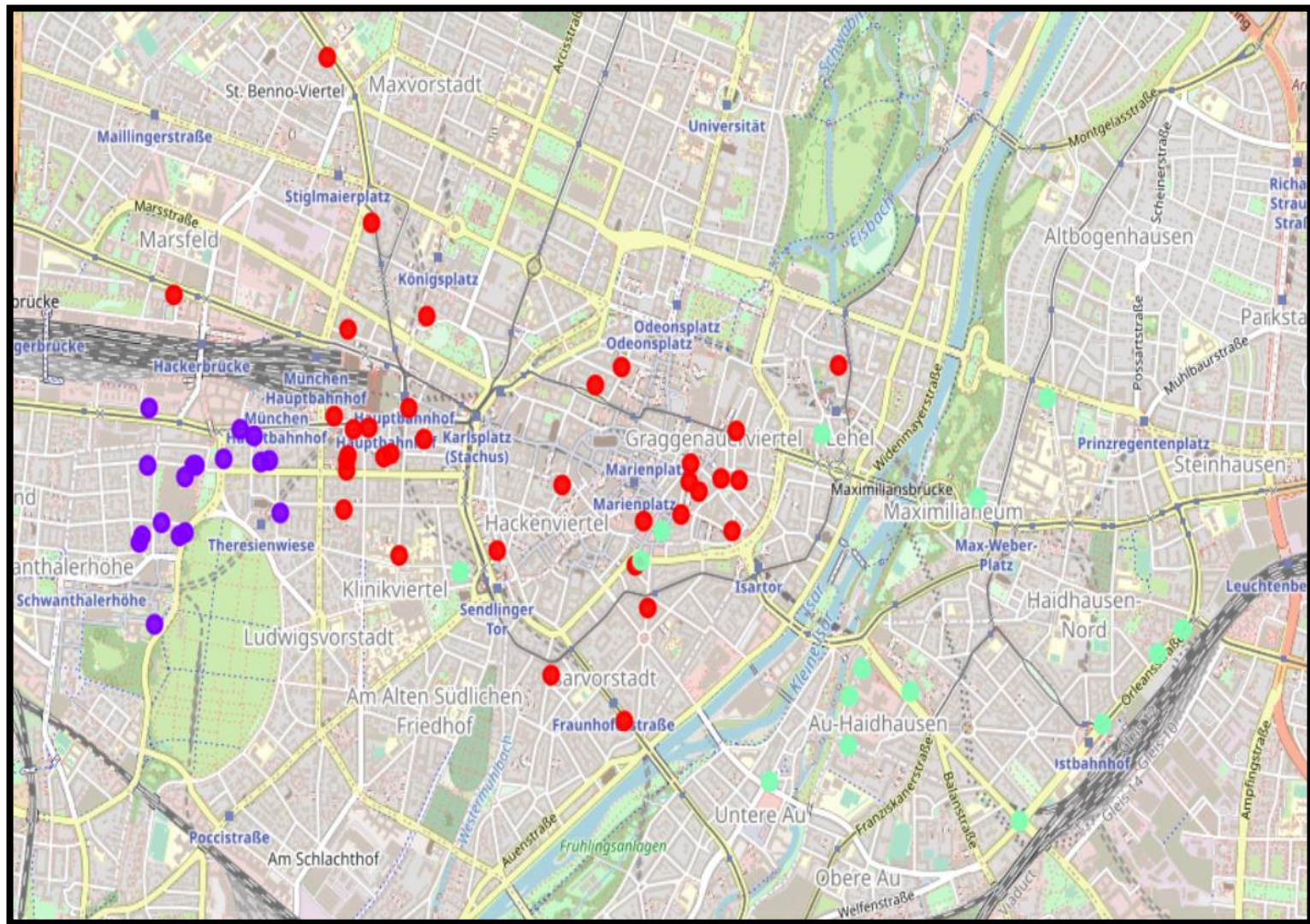
# Laundries around the Hotels

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# Hotels Segmentation



Cluster	Avg. No. Hotels
Red	1.75
Purple	2.11
Turquoise	1.2

# Conclusion and Directions

# Directions

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- Almost all the hotels in purple are in the Schwanthalerhöhe borough.
- In addition to the higher average of the number of laundries around the hotels, it is not in the central area of the city.
- Schwanthalerhöhe borough will not be recommended to open a laundry or provide a dry-cleaning services in



# Directions

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- Most of the hotel in red are in Altstadt-Lehel borough .
- Altstadt-Lehel borough are in the central area of the city and around many attractions in Munich.
- Altstadt-Lehel average number of the laundries around the hotels are 1.75.
- Altstadt-Lehel is a good area to open a laundry.
- More analysis should be done to identify the proper spot.

# Directions

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- Most of the hotel in Turquoise are in Au-Haidhausen borough .
- Au-Haidhausen borough is near Altstadt-Lehel borough are in the central area of the city and around many attractions in Munich.
- Au-Haidhausen average number of the laundries around the hotels is 1.2.
- Tourists Might look for cheaper hotels in area near the central area.
- We should look for an area that have multiple hotels near each other to target a greater number of tourists.

# Conclusion

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- Altstadt-Lehel is the highest recommended area to open a laundry.
- Au-Haidhausen is the next highest recommended area to open a laundry.
- More analysis should be done on the desired area to check the activities and the stores in the area.
- Prices of the cleaning services should be competitive to the laundries in the same area.
- Avail express cleaning service to attract more customers who are in a hurry.