1. Introduction

1.1 Background

Moscow is the capital and most populous city of Russia, with approximately 15 million residents within the city limits and 20 million within the metropolitan area. Moscow has the lowest unemployment rate of all federal subjects of Russia. The average gross monthly wage in the city is ₽60,000 (US$2,500 in Purchasing Power), which is almost twice the national average of ₽34,000 (US$1,400 in Purchasing Power). Moscow has one of the largest metro stations in the world consisting of 263 stations. On average, approximately 5 million people use the Moscow metro per day. Therefore, it is a very reasonable idea to open a business in the vicinity of a metro station, but it would be useful to know which stations or types of businesses are more suitable for this.

1.2 Problem

This project aims to select metro stations in the vicinity of which it is better to open a new business, as well as to select the type of business. Data that might contribute to determining this might include the Foursquare location data and passenger traffic data.

1.3 Interest

This analysis will be useful for businessmen or managers of large businesses for a more informed decision-making on location to open a new sales point.