Introduction/Business Problem

Title: Finding suitable areas for a new restaurant in greater Helsinki area

The purpose of this project is to explore neighbourhoods in greater Helsinki area (Finland) to find the best places for a new restaurant. The target audience for this report is anyone looking to setup a certain type new restaurant in the area. This report will shed light into questions like: how many restaurants of each type there already exists, how many people live there, what is their purchasing power.

This project will use multiple data sources that will be described more in detail in the data section of this report. The types of data will include : basic information about neighbourhoods in greater Helsinki area, such as: neighbourhood coordinates, population, demographics of the current population as well as household income. Information about current restaurants will be fetched from Foursquare.

The analysis regarding current restaurant offering in the neighbourhoods will include finding out what kind of restaurants are most prominent within each area and per capita. K-means clustering method will be used to cluster the neighbourhoods based on their similarities.

The data analysis will be carried out using Jupyter notebook with Python programminn language and shall be published in Github. Python's pandas library will be used for the analysis and findings will be visualised using Matplotlib and Seaborn libraries.