

Battle of the Neighborhoods

1) Introduction/ Business Problem

For this capstone project I will assume that a restaurant owner wants to open a branch in another city. As the owner doesn't know the chosen city too well, the city's neighborhoods will be analyzed. Being quite happy with the business so far, the owner tends to choose a neighborhood, that is mostly similar to the one of the first restaurant. This will help to start the new branch with a well-known strategy.

I will pick a random restaurant from Berlin, Germany, and check for similar neighborhoods in Hamburg, Germany. The neighborhood of the restaurant in Berlin will be explored, as well as all neighborhoods in Hamburg. By clustering Hamburg's neighborhoods, based on venues, I will find similar neighborhoods to the restaurant's place.

To make a final decision, similar neighborhoods will be analyzed with regard to population density and rental prices.

The question to be answered in this case is: "Which location in another city is beneficial to carry over an established restaurant and its business strategy?"