

2) Data

To get all the required information, a list of neighborhoods of the city Hamburg with their specific geographical data is needed. This data can be scraped from the website

"https://de.wikipedia.org/wiki/Liste_der_Bezirke_und_Stadtteile_Hamburgs", which also includes the population density.

The information about the restaurant will be picked manually, as they are given parameters in this scenario.

Additional information about Hamburg will be scraped from

"<https://mietspiegeltabelle.de/mietspiegel-hamburg/>" to get the neighborhood's rental prices.

The neighborhood data is mostly used to get information about the nearby venues, which will be found by foursquare. Based on the venues' composition clusters will be set, that include the venues of Hamburg and the venues of the original restaurant in Berlin. By clustering the amount of possible neighborhood will be reduced. To make a final decision, the population density and the rental prices of the neighborhoods will be taken into account.

A high population density will be rated as beneficial, as it grants access to more customers. On the other hand, a low rent is preferable to reduce costs of the branch.