Problem Background

Warsaw is the capital of Poland, fast growing business centre in Central Europe. Disposable income in the CIty is much higher than in other polish regions and now it is even above European Union average. It attracts a lot of investors, new business district is emerging and more and more houses are being built in residential areas.
This generates a lot of opportunities for new businesses as long as many challenges from the city authorities to keep the capital growth sustainable.

Problem Description

Poles spend relatively low on away from home consumption. There is a lower number of restaurants or bars than in neighbouring countries, and that generates an opportunity for businesses. A franchise chain called Kansas Baked Duck (KBD) wants to enter the market. They are funded by big venture capital fund and want to use every opportunity that is possible. They do not know how many outlets they want to build and where to locate them.

They asked me to advise them about the above business questions:
- How many outlets they should open
- Where they should locate them

Data collection

I will try to collect as many data about Warsaw districts - their characteristics and business potential. Also will explore Foursquare API data in order to understand the competitive environment.
Crucial will be selecting decision criteria and finally decide on what should be the main factor of choosing location and number of outlets.

Success Criteria

1. I will choose any potential locations based on specified criteria. The criteria might me:
   a. Small / large number of competitors
   b. Neighbourhood inhabitants and density
   c. And all other data that will be available after exploration phase
2. Number will be defined by the incrementality of every additional venue - this will be verified location after location