

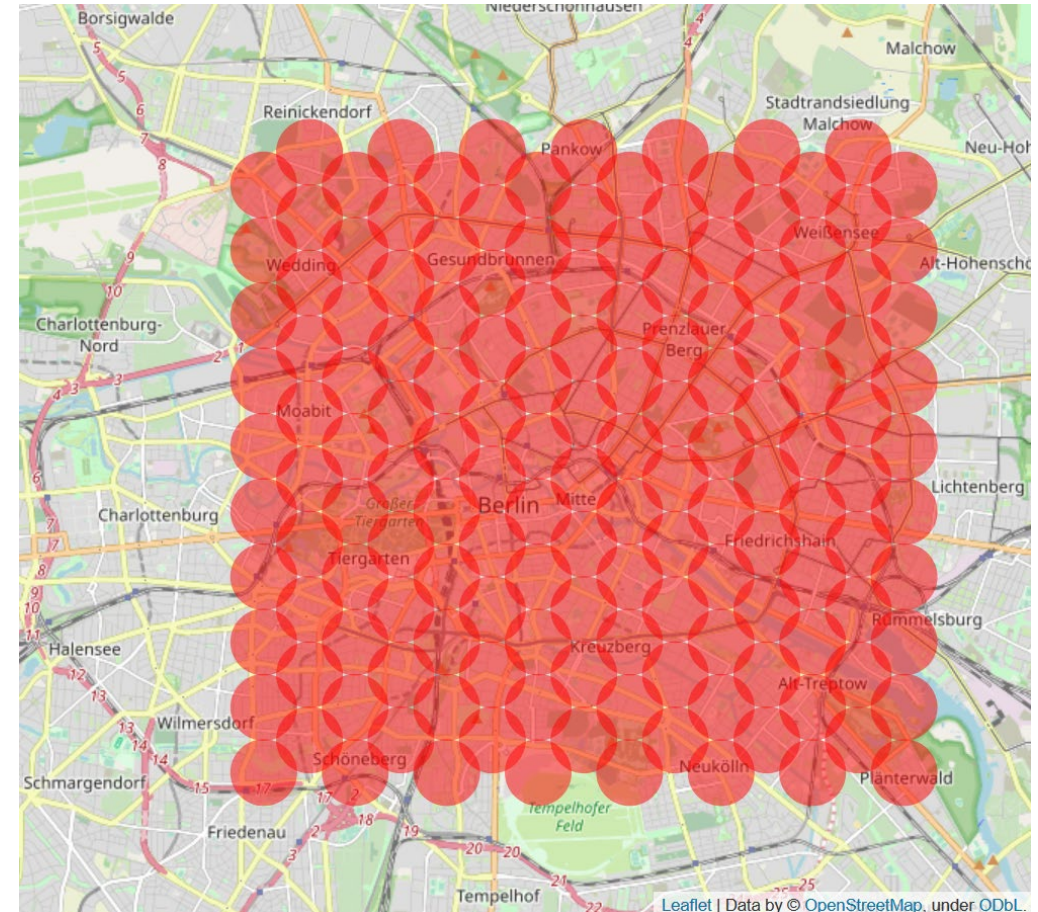
# Data-Driven Advice on choosing Location and Type of a New Restaurant in Berlin

# Methodology

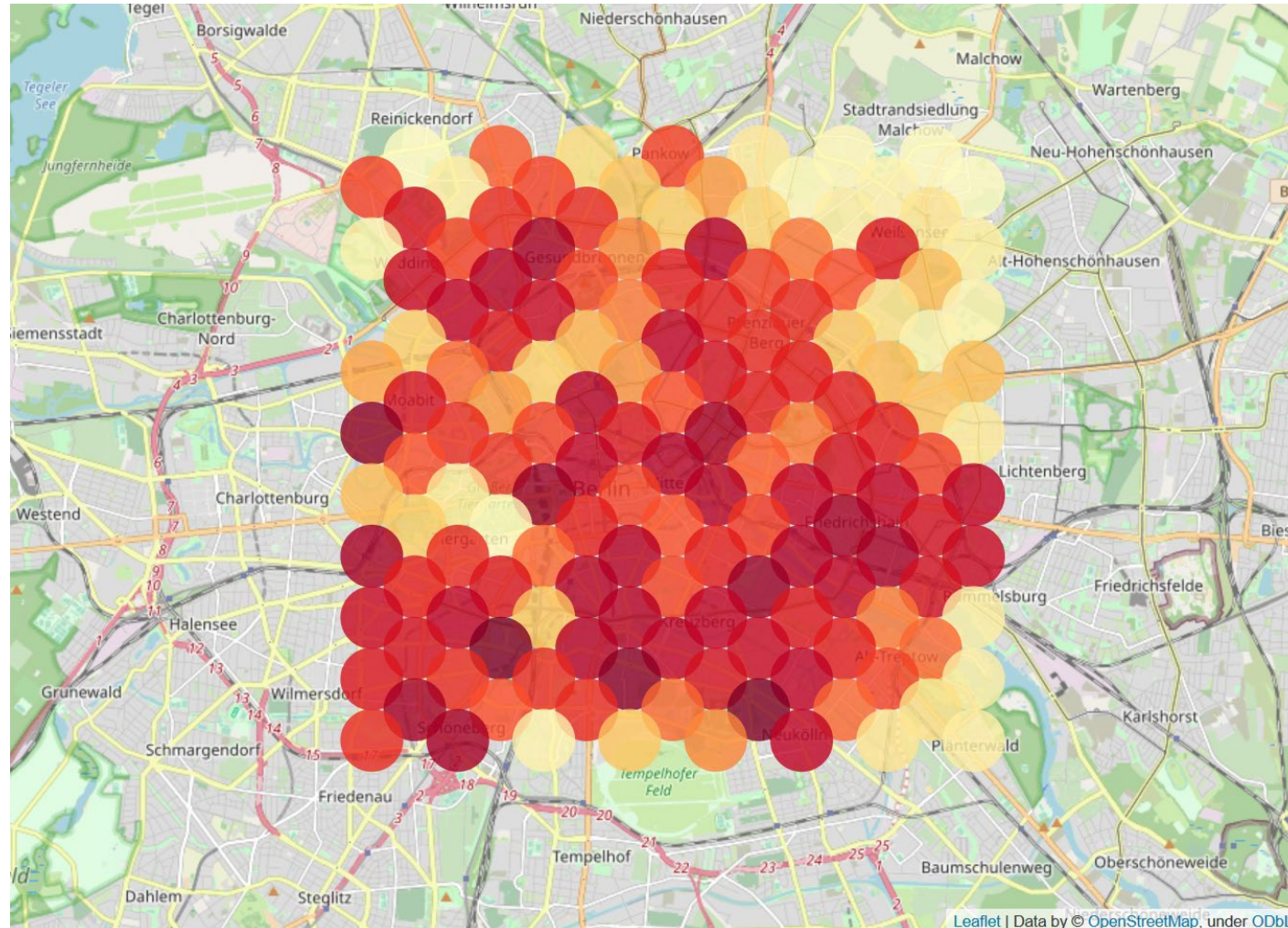
- The **more restaurants** in the area the better
- The **more unique** the kind of restaurant the better
  - at least a single instance
  - the farer away the better
- Identify areas that have **lots of restaurants**
- find out **what kinds of restaurants would be unique** there.

# Data

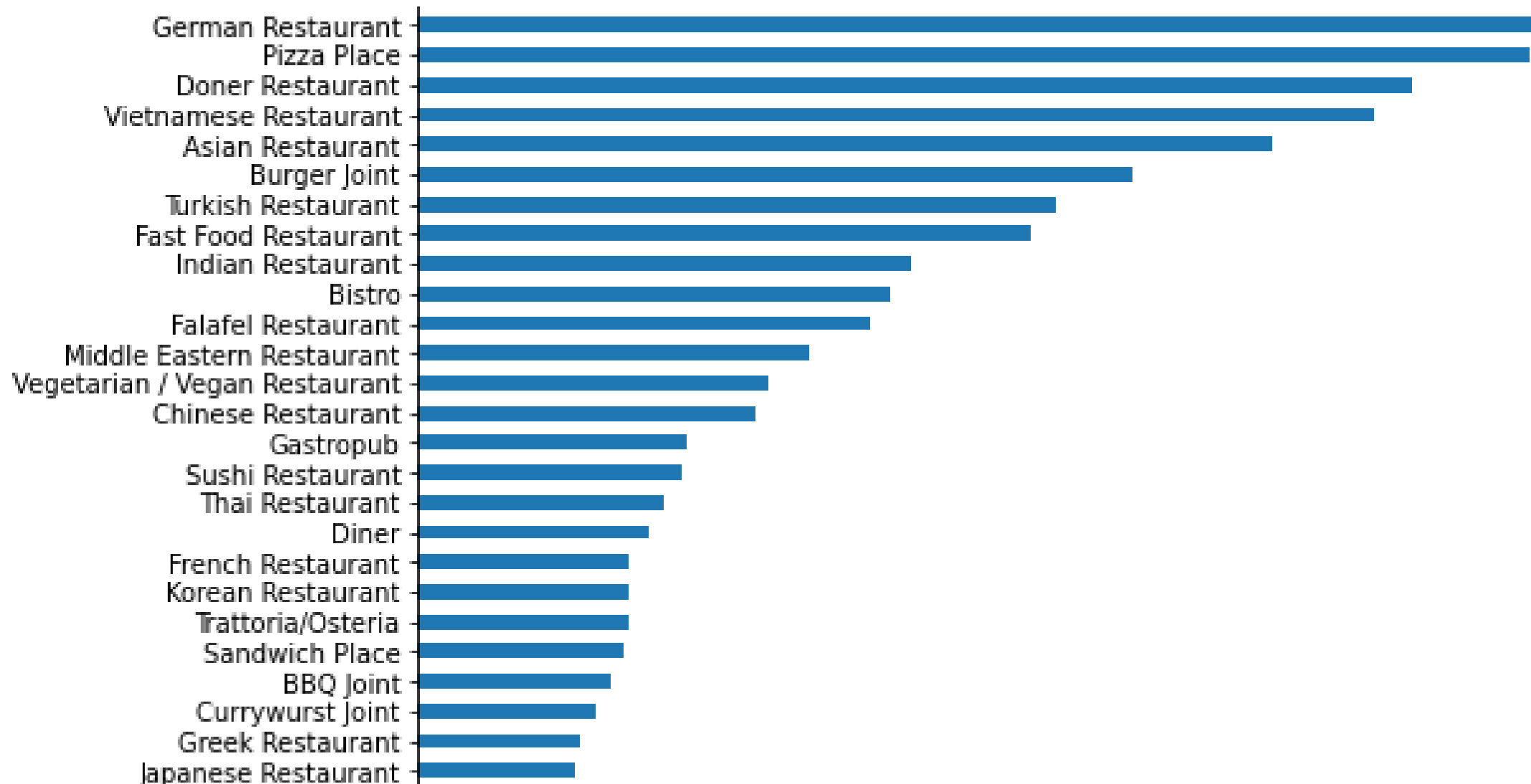
- Location Data
  - self-generated Matrix
- Venue Data
  - Source: Foursquare API
  - „category“ as recorded by Foursquare



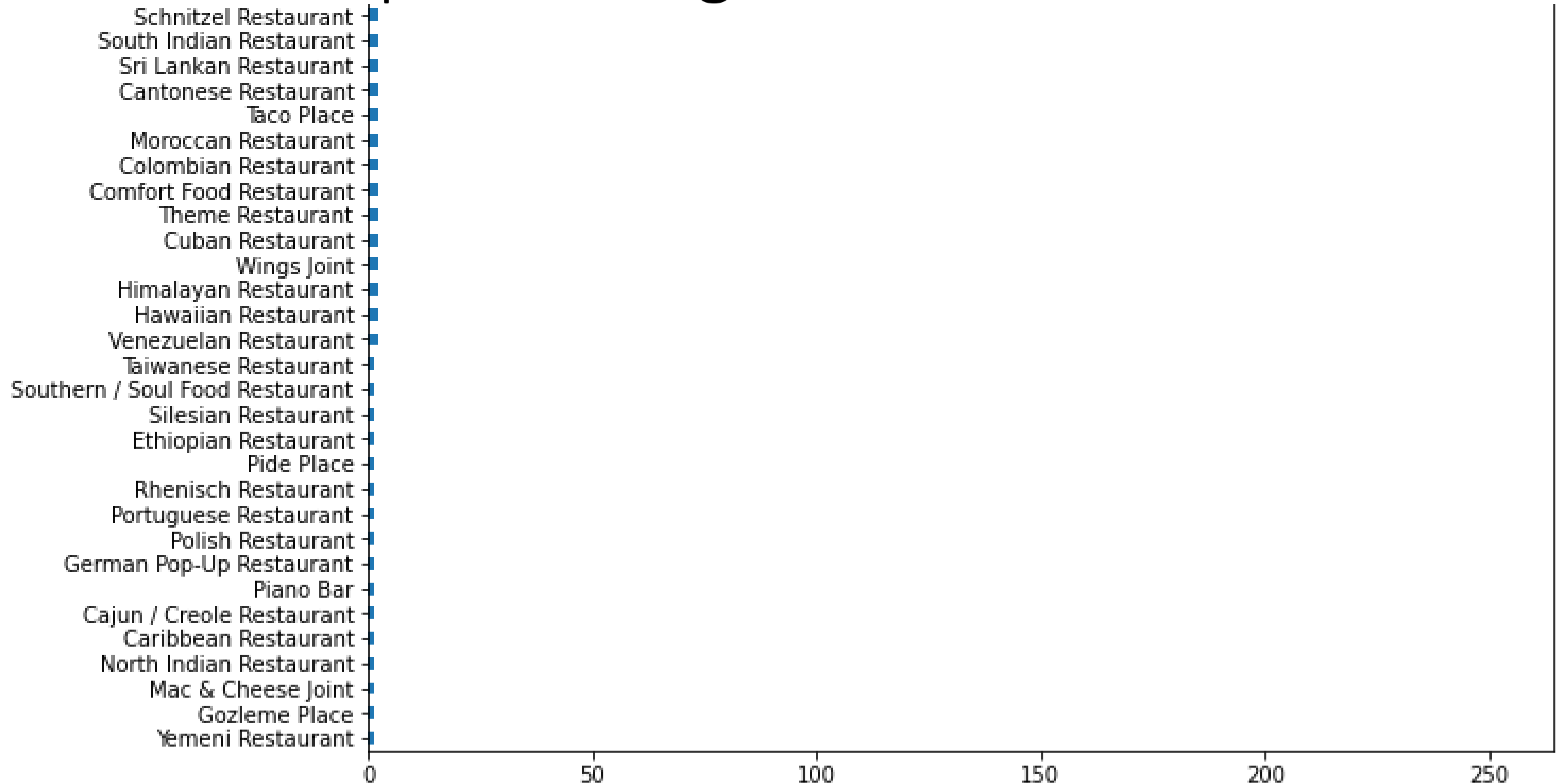
# Color coded Map (the darker, the more restaurants)



# Most frequent categories

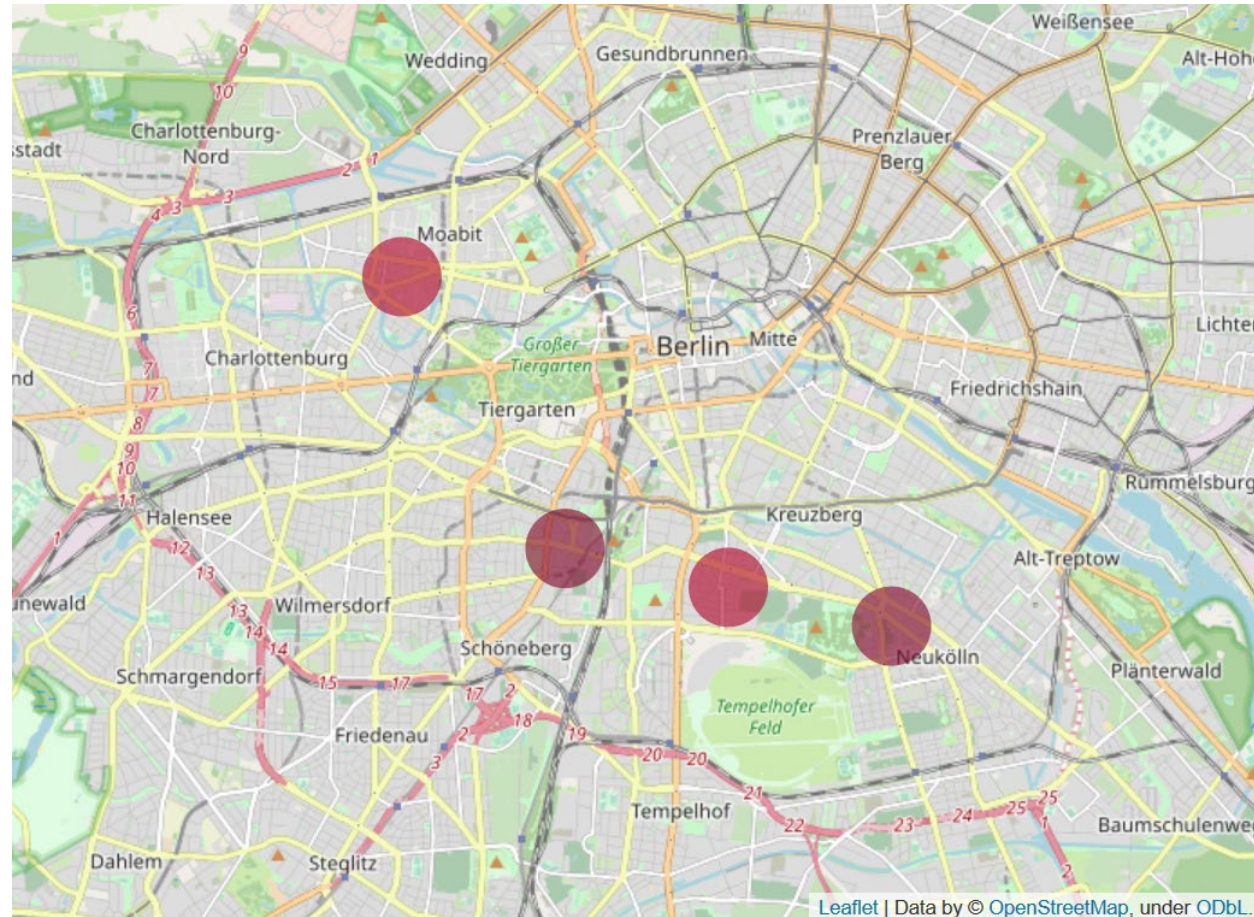


# Least frequent categories

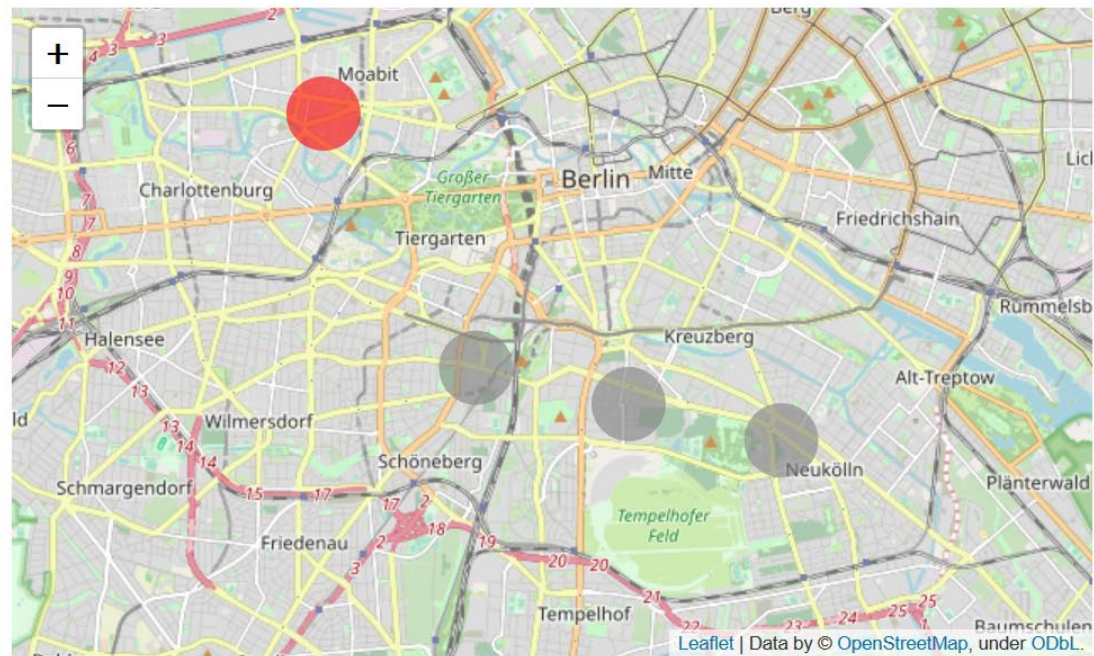




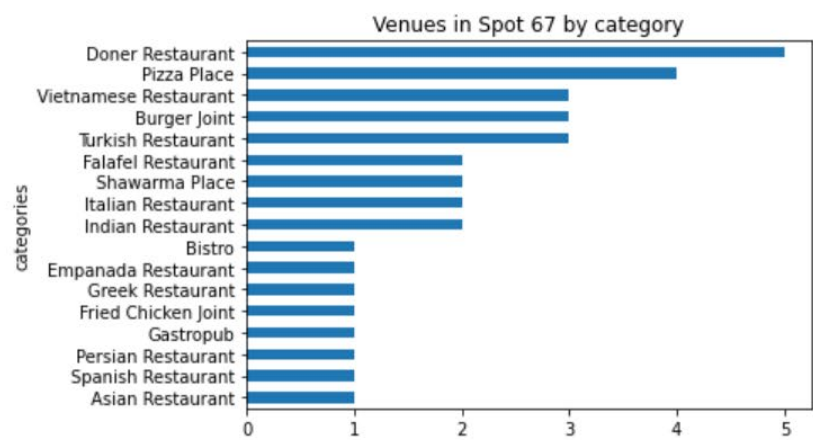
# Top 5% Areas



Overview for Spot 67

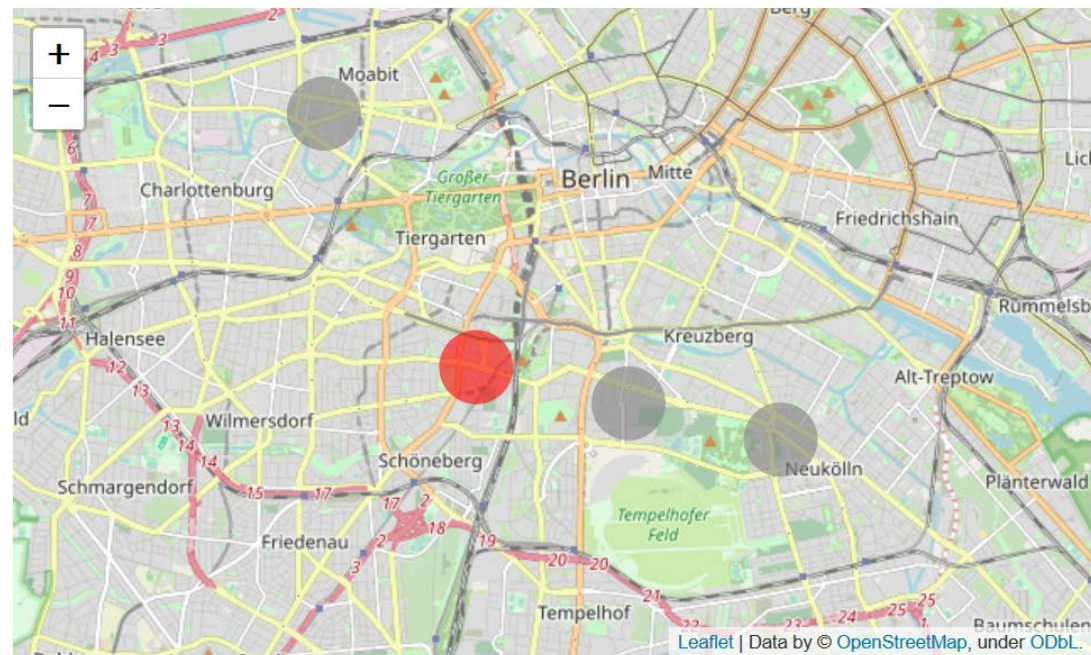


	Category	Shortest Distance	Avg. Distance	Amount
0	Cajun / Creole Restaurant	9.812888	9.812888	1
1	Venezuelan Restaurant	9.531717	9.586921	2
2	South American Restaurant	8.971761	9.428084	4
3	Taco Place	8.730618	8.730618	2
4	Portuguese Restaurant	8.092994	8.092994	1
5	Caribbean Restaurant	8.005869	8.005869	1
6	Silesian Restaurant	7.781005	7.781005	1
7	Mac & Cheese Joint	7.134290	7.134290	1
8	Moroccan Restaurant	7.131226	7.131226	2
9	Cantonese Restaurant	7.071257	7.705468	2
10	Kumpir Restaurant	7.050807	8.279400	4
11	Taiwanese Restaurant	6.940798	6.940798	1
12	Ethiopian Restaurant	6.135919	6.135919	1
13	Himalayan Restaurant	6.106335	6.106335	2
14	Colombian Restaurant	5.760098	7.158930	2

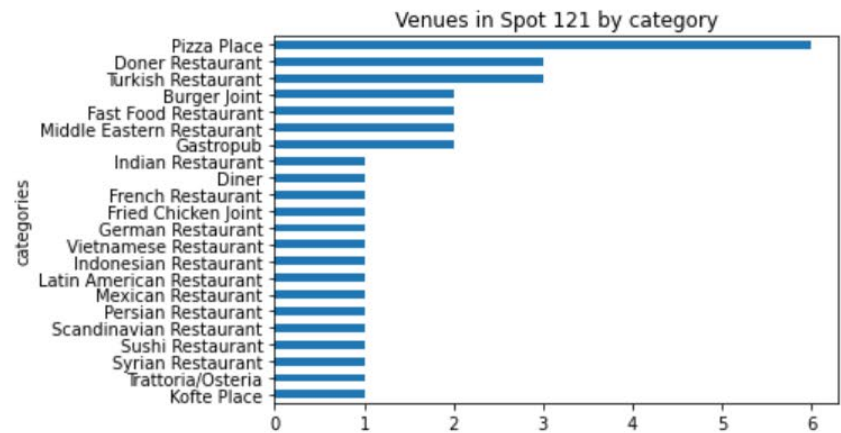




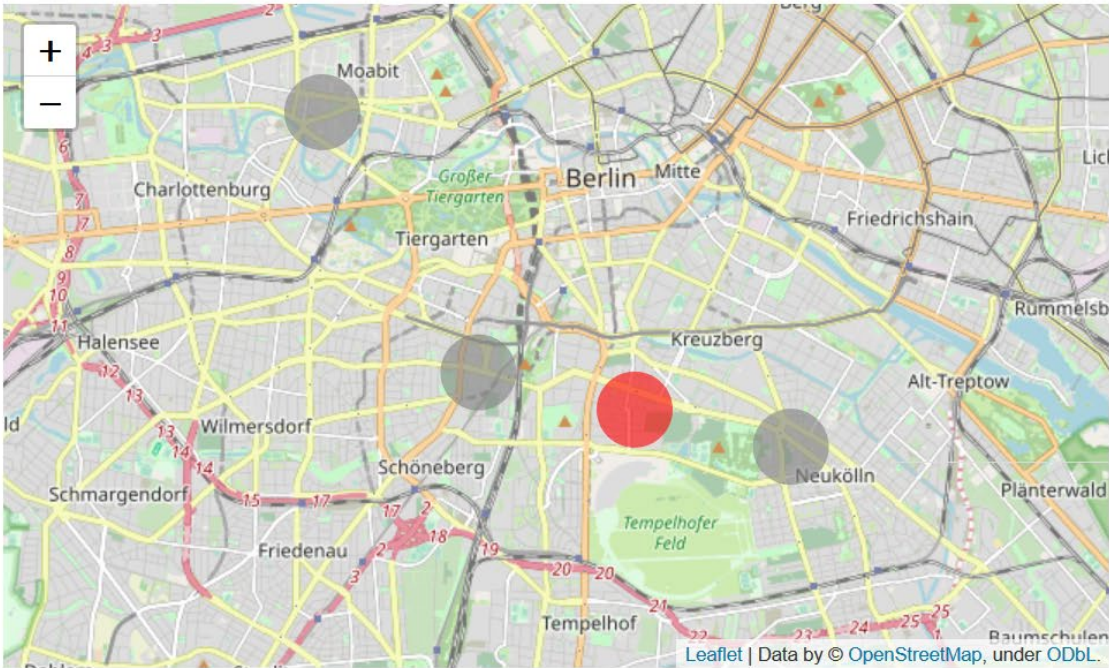
Overview for Spot 121



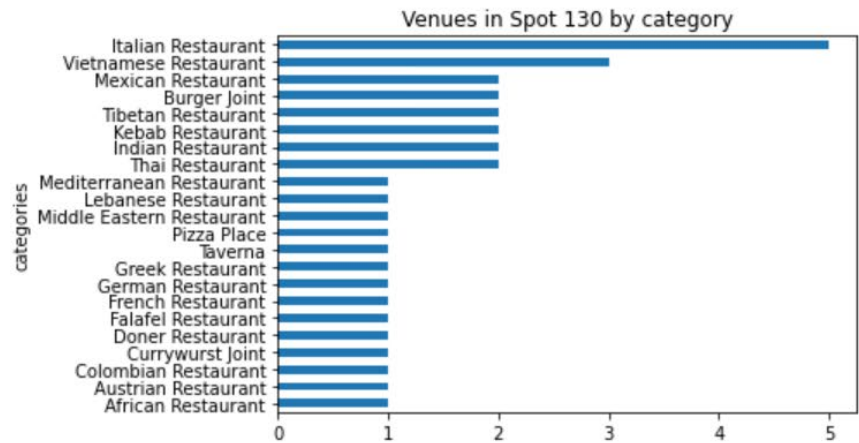
	Category	Shortest Distance	Avg. Distance	Amount
0	Cajun / Creole Restaurant	8.864151	8.864151	1
1	South American Restaurant	7.247364	7.493090	4
2	Gozleme Place	7.064765	7.064765	1
3	Caribbean Restaurant	6.920378	6.920378	1
4	Venezuelan Restaurant	6.860319	7.107173	2
5	Pide Place	6.849867	6.849867	1
6	Yemeni Restaurant	6.505200	6.505200	1
7	Taco Place	6.317247	6.317247	2
8	Himalayan Restaurant	6.201434	6.201434	2
9	Mac & Cheese Joint	5.772596	5.772596	1
10	Caucasian Restaurant	5.609926	6.202171	4
11	Halal Restaurant	5.595043	6.696821	5
12	Portuguese Restaurant	5.510409	5.510409	1
13	Gluten-free Restaurant	5.423435	5.650594	3
14	Bosnian Restaurant	5.308295	6.019995	2



Overview for Spot 130

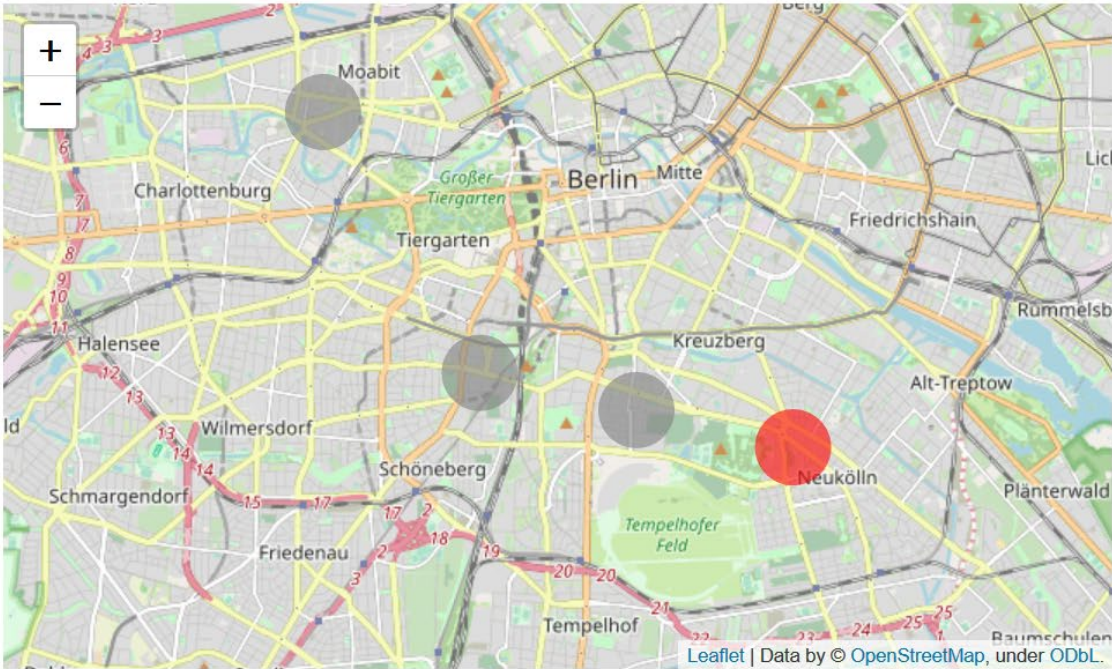


	Category	Shortest Distance	Avg. Distance	Amount
0	Gozleme Place	8.225912	8.225912	1
1	Yemeni Restaurant	7.500651	7.500651	1
2	Cajun / Creole Restaurant	7.445228	7.445228	1
3	Pide Place	7.283960	7.283960	1
4	Halal Restaurant	6.202677	7.227516	5
5	Himalayan Restaurant	5.638975	5.638975	2
6	Caribbean Restaurant	5.597346	5.597346	1
7	South American Restaurant	5.567511	5.705910	4
8	Wings Joint	5.129000	6.301985	2
9	Hawaiian Restaurant	5.108834	5.108834	2
10	Venezuelan Restaurant	4.773746	5.119032	2
11	Polish Restaurant	4.617111	4.617111	1
12	Mac & Cheese Joint	4.450763	4.450763	1
13	Taco Place	4.384596	4.384596	2
14	Afghan Restaurant	4.298873	6.002631	3





Overview for Spot 139



	Category	Shortest Distance	Avg. Distance	Amount
0	Gozleme Place	9.736320	9.736320	1
1	Yemeni Restaurant	8.920628	8.920628	1
2	Pide Place	8.280401	8.280401	1
3	Halal Restaurant	7.417417	8.305867	5
4	Hawaiian Restaurant	6.957212	6.957212	2
5	Wings Joint	6.907672	7.955858	2
6	Cajun / Creole Restaurant	6.454600	6.454600	1
7	Theme Restaurant	6.289800	6.601135	2
8	Bratwurst Joint	6.249989	6.249989	2
9	German Pop-Up Restaurant	6.044577	6.044577	1
10	Afghan Restaurant	5.902118	7.548614	3
11	Himalayan Restaurant	5.874779	5.874779	2
12	Szechuan Restaurant	5.732105	6.060388	3
13	Polish Restaurant	5.394472	5.394472	1
14	Southern / Soul Food Restaurant	5.259891	5.259891	1

