

Exploring Venues for a Swiss Restaurant in Zürich

Introduction

1. The city of Zürich

Zürich is the largest city in Switzerland with a population of over 428'700, an increase of 19'500 since year 2000. 1,4 million people live in the Zürich agglomeration. By the end of 2018, 32% of the city's population was made up of non-Swiss from a total of 172 different countries, all of whom help to make up Zürich's multi-cultural character. 6% of all foreigners who move to Switzerland come to the City of Zürich, emphasizing its central role as an economic hub. Germans make up the largest group with 33'579 living in the city, followed by Italians with 15'080 and Portuguese with 7'826. [4]

The City of Zürich is divided into 12 districts and 34 quarters. The agglomeration of Zürich is made up of the City of Zürich and 130 other municipalities. The lowest point of the city is on the banks of the river Limmat, at 392 metres above sea-level, while the highest – the peak of the Uetliberg mountain – is 871 metres. The water table of Lake Zürich is 405.94 metres above sea-level. [4]

2. Business Problem

Zürich is thus a very international city, with residents coming from all over the world to enjoy its relatively high and stable quality of life. In our study, we want to support our stakeholders in finding the optimal location within the city where to open a new Swiss restaurant. It is not so easy to decide on a venue for such a business: Swiss cuisine is not one of the most popular in the world, so we can expect that many tourists could be willing to try it out, but the large majority of the international population in the city may not be interested in going regularly to a Swiss restaurant. Therefore, we may presume that the majority of the existing Swiss restaurants are concentrated in the city centre and most touristic venues, to benefit from the influx of short term visitors. For our stakeholders, it may then be a good option to look for venues with fewer existing restaurants, so not to be hindered by excessive competition, and with a higher percentage of local Swiss residents, so as to attract a clientele of national residents that are accustomed to the Swiss cuisine and may build up a base of regular and affectionate clients.

In order to assess this problem, we will then be working with the 34 Zürich neighbourhoods and use the “Forsquare API” to build a venue data analysis and subsequently to cluster the various locations in order to identify the most promising places for a Swiss gastronomic business. Within this cluster, we will then be looking for the places with a lower concentrations of existing Swiss restaurants and possibly the lowest percentage of non-Swiss residents, in order to identify the most promising location for our stakeholders’ new business.

Data

In order to approach and analyse our problem, we work with the following data sources:

- List of of the 34 Zürich neighbourhoods with their respective total population, number of Swiss residents and percentage of foreign inhabitants, as found in [2].
- Python Geopy, used to get the coordinates for each of the Zürich neighbourhoods, in terms of latitude and longitude. [3]
- Foursquare API, which is instrumental to derive and populate the most common venues and location for each Zürich neighbourhood. [1]

Bibliography

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