

Introduction/Business Problem

I want to open a fast food restaurant in Berlin, and I am looking to find the best city for my new venue. For that I must do some research on different locations as well as competitors in those locations: My location must be near to be near to offices, universities and schools to be sure having enough customers but not too close to other competitors.

I will be using Foursquare to gather information about different competitors in different locations in Germany and then predict some statistics for a new venue depending on restaurant category and location

Data

For my use case I will need the following data to determine which locality is the most appropriate for my new venue:

- The coordinates (latitude, longitude) of Berlin
- The Fast Food venues in Berlin

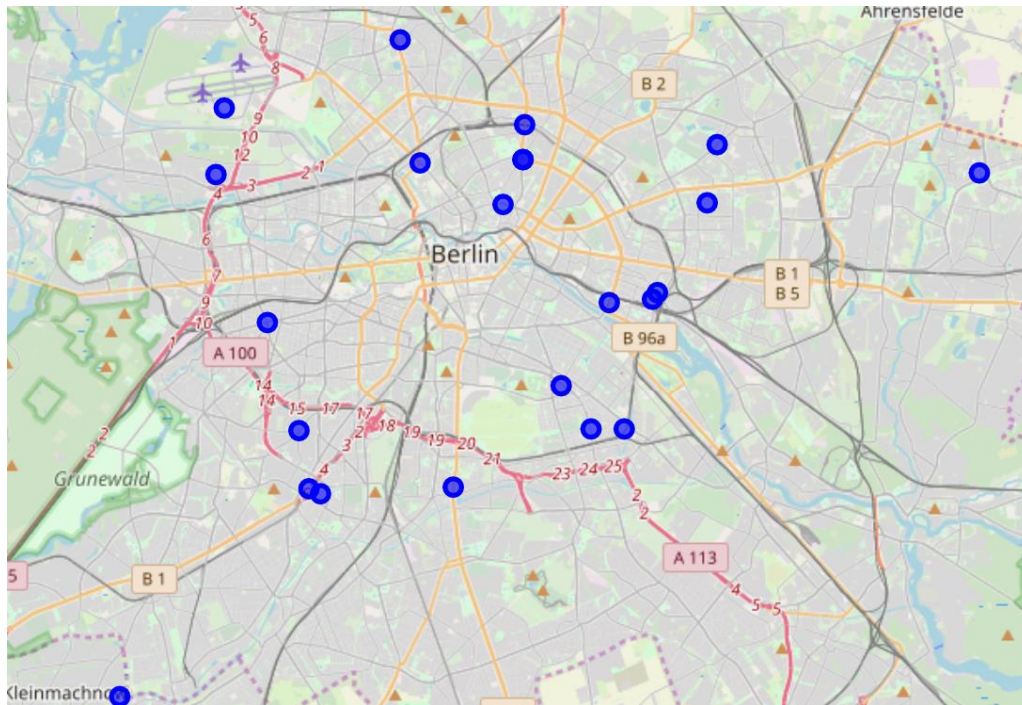
Methodology

I plotted all the venues in Berlin and visually examined where there are enough offices, universities and schools and at the same time not too much competitors.

Results

The following fast-food categories are common in Berlin:

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Italian Fast Food
Vietanh Fastfood
Fast Food
Asia Fastfood
Asia-Fast-Food Tienminh
Viet Asia - Asia Fast Food
BIBI Fastfood Restaurant
Asia Fastfood
Viet Anh Fast Food
Enjoy Fast Food
Auf die Hand
M Burger -American Fastfood
Halle 18
Kabanos - Polska Fast Food
Asia Fast Food
Lalanga Fast Food
Namky Fast food
Asia - Fast Food
SNAP Natural Fast Food
B-Town Fast Food
Saigon Fast Food
Asia Fast Food
Asia Fast Food
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Discussion / Conclusion

The most common Fast-food venues in Berlin are Asiafood venues:

➔ It is may be better to choose another category of fastfood to avoid competetors

There is not much competition in the green marked area although it is still in Berlin, where there are many offices, malls and schools