OPENING A TURKISH RESTAURANT

IN BERLIN

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INTRODUCTION

- Berlin is considered as a big which is visited by many.
- If a restaurant is to be opened in Berlin, which spot would be the best for it?
- What type of restaurant category is on demand in Berlin?

DATA

- Main source is the Foursquare API

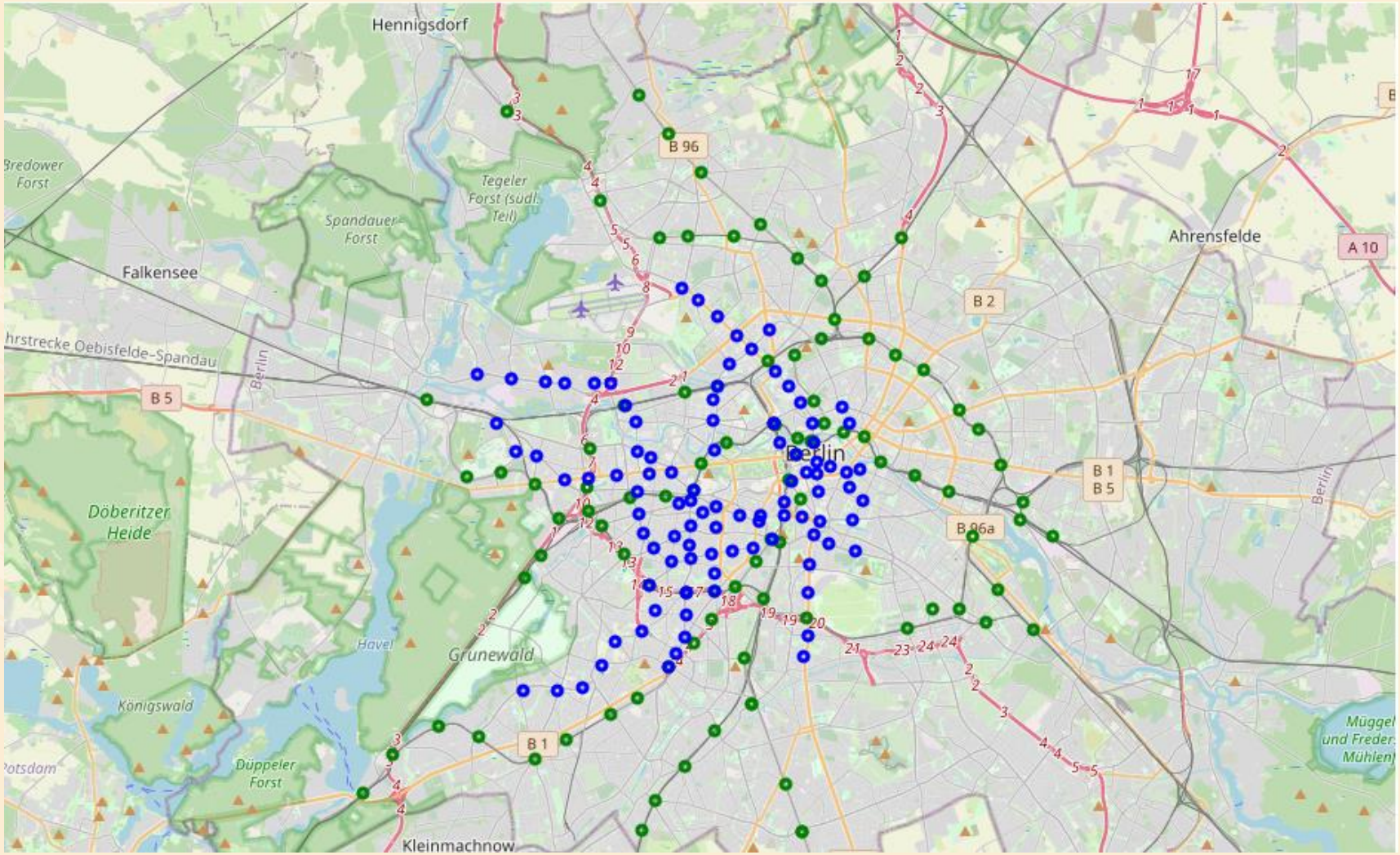
- 4 datasets were made ready for analysis.
  - *Rent Data*
  - *U- and S-Bahn Data*
  - *Turkish Restaurants Data*

ANALYSIS

TURKISH FOOD COURT LOCATIONS

- **Locations can be seen.**
- **We will apply K-Means Clustering to cluster them.**
- **There are few factors that effects them, transportation and rent.**

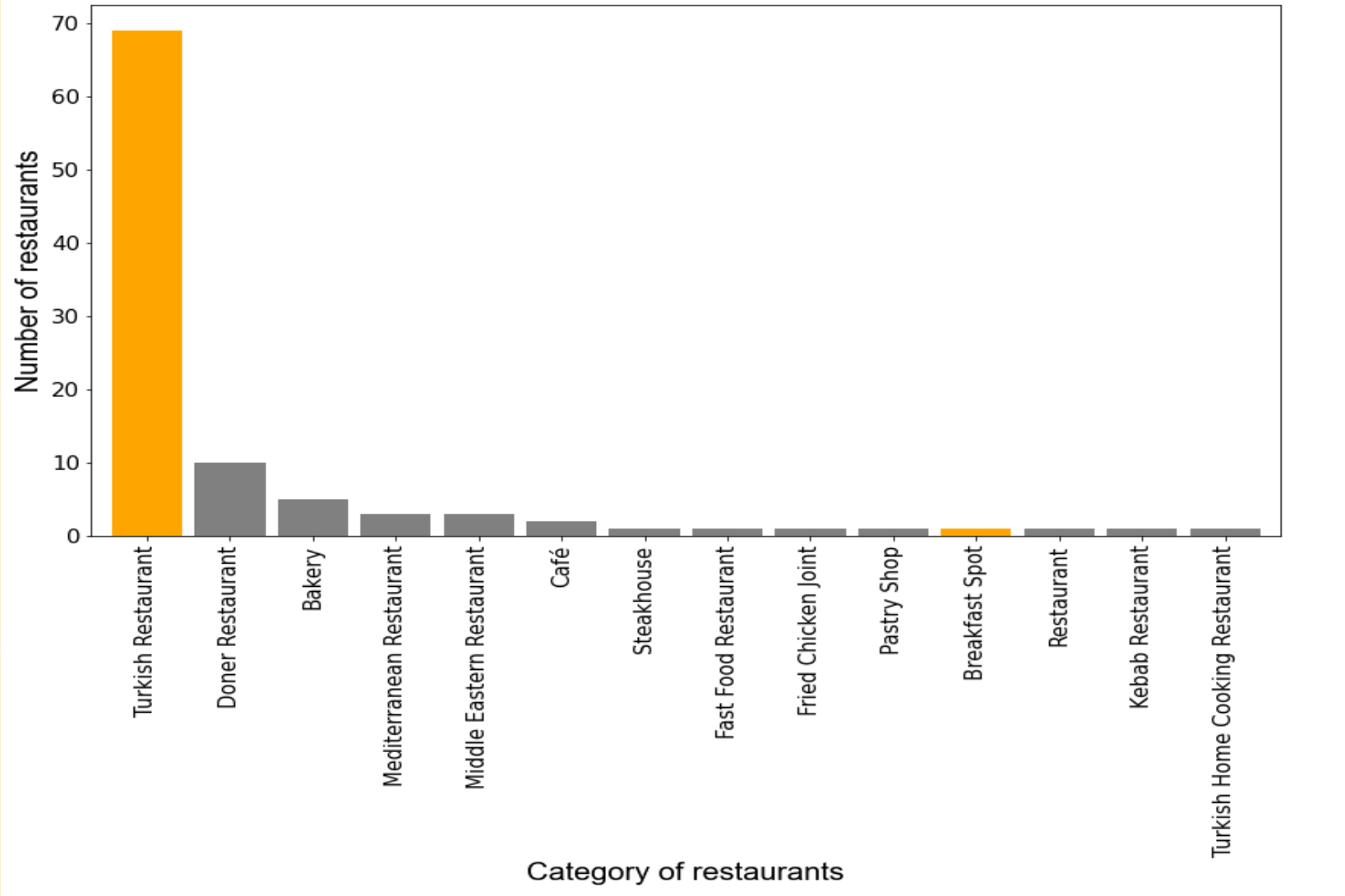
CLUSTERING TRANSPORTATION



S-Bahn = Green

U-Bahn = Blue

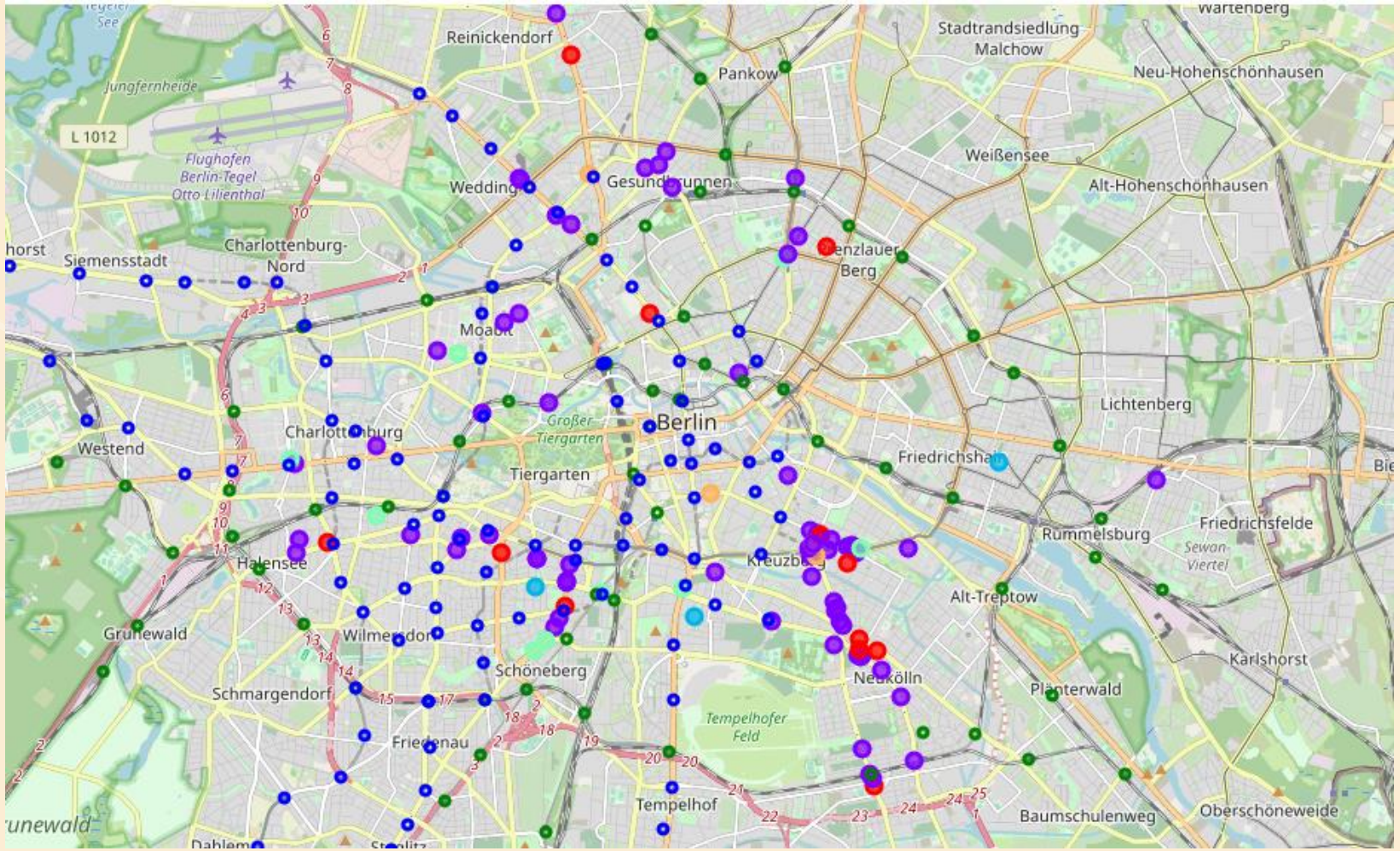
TYPES OF RESTURANTS ON DEMAND



Before furthermore analysing, we need to check if Turkish Restaurants are on demand or not.

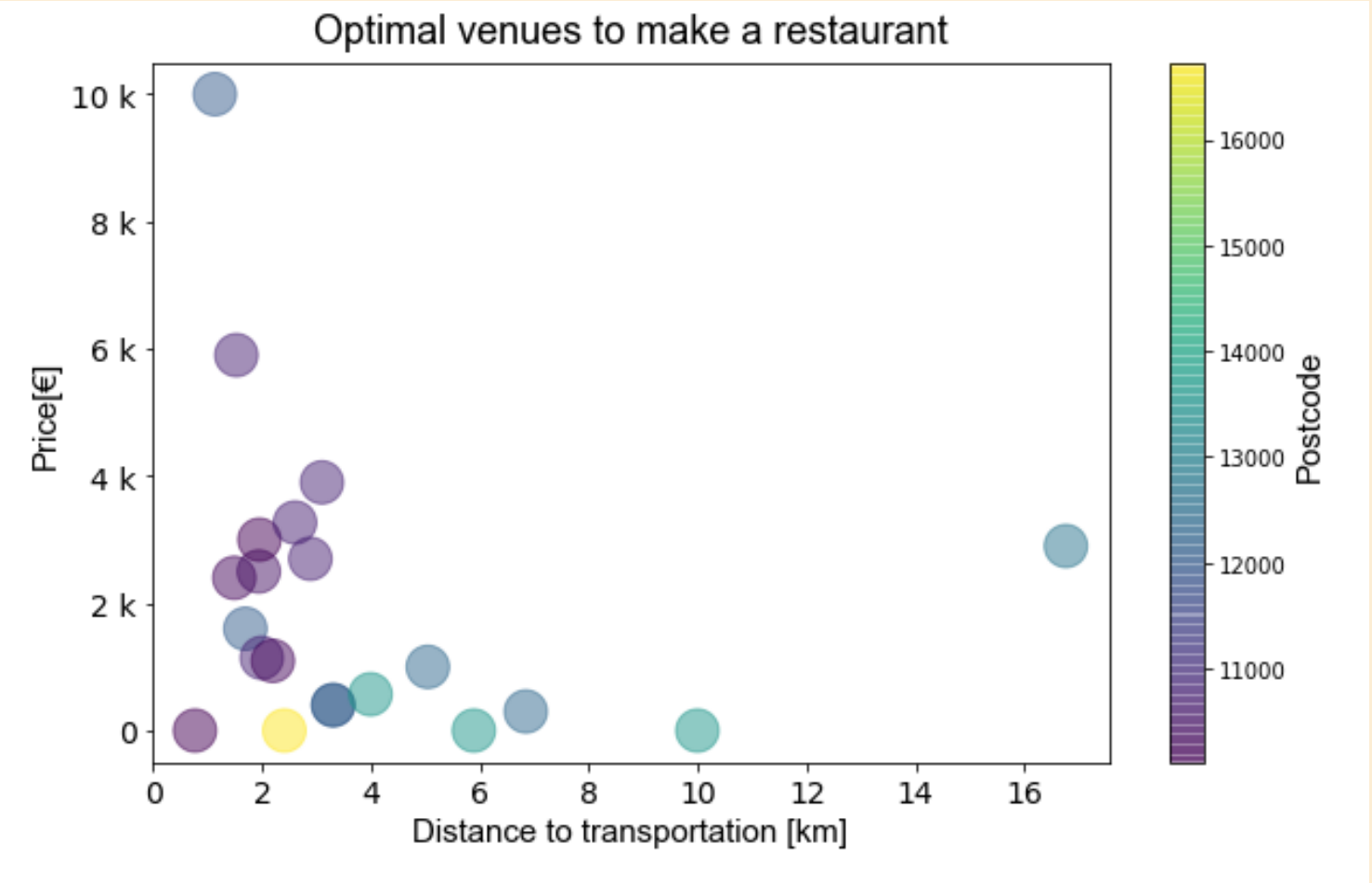
It can be said that, there are many Turkish Restaurants because there is a demand on them.

MERGING TRANSPORTATION AND RESTAURANTS



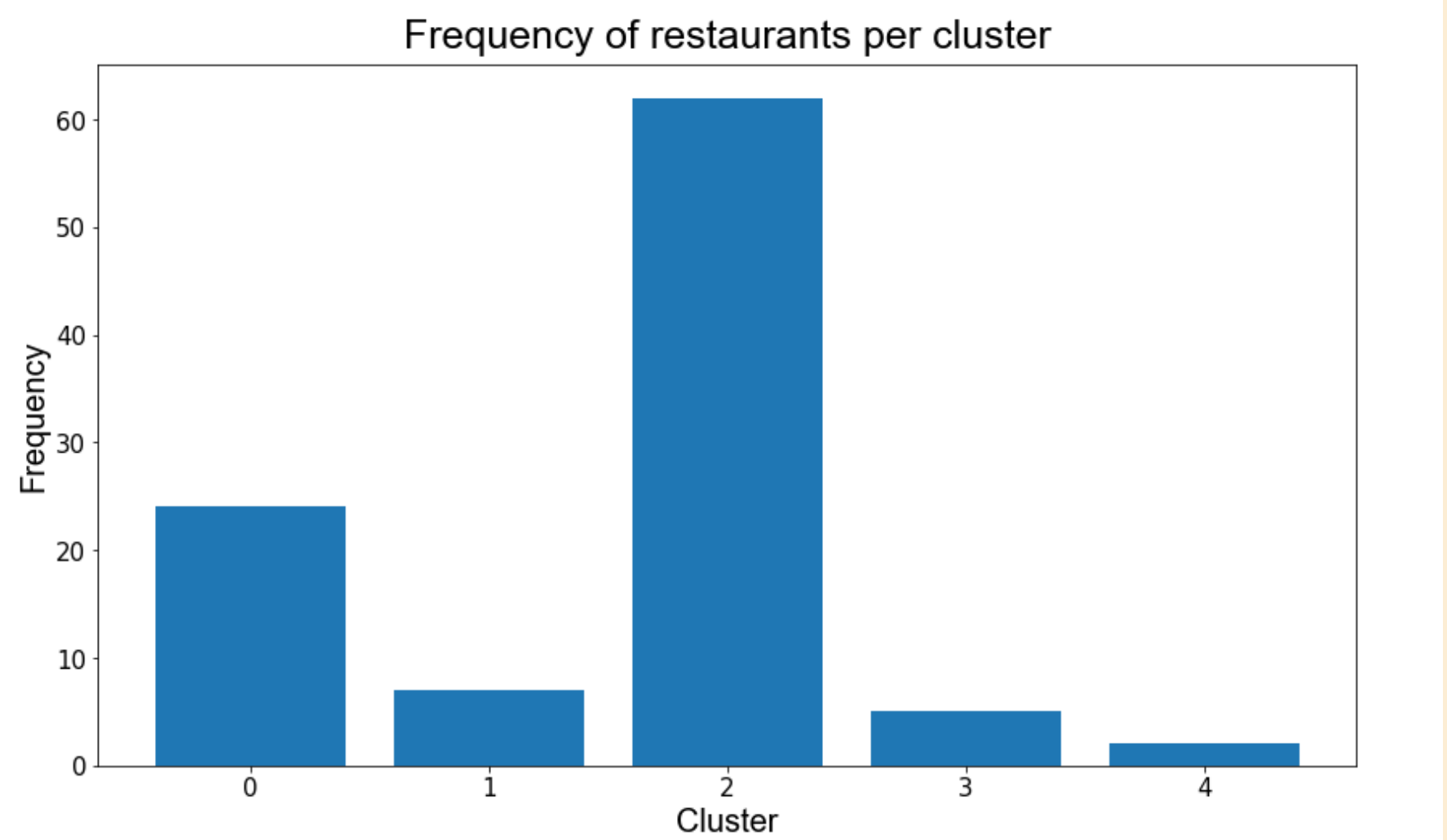
Now we have this map, we can analyze how much does the rent cost if we want to rent a place near transportation

OPTIMAL VENUES AND PRICES



PostalCode data is used for to determine which places are avaliable for renting.

LOWEST COMPETITION



To find the lowest level of competition we need to look for an area which has minimum number of restaurants

CONCLUSION

- Locations datasets were retrived from Foursquare API
- K-Means used to analyze the dataset.
- Cluster 2 was found most crowded.
- Unlike other categories, general Turkish Restaurant can be said on demand.