

# OPENING A TURKISH RESTAURANT

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IN BERLIN



A romantic dinner table setting. In the foreground, two crystal decanters with spherical stoppers are visible; the one on the left is empty, while the one on the right contains a dark red liquid. To the right, a glass of red wine sits next to a small tart topped with raspberries. A bouquet of pink and red roses is in the background. A white, brush-stroke-like shape is overlaid on the right side of the image, containing the title and list.

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# INTRODUCTION



- Berlin is considered as a big city 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

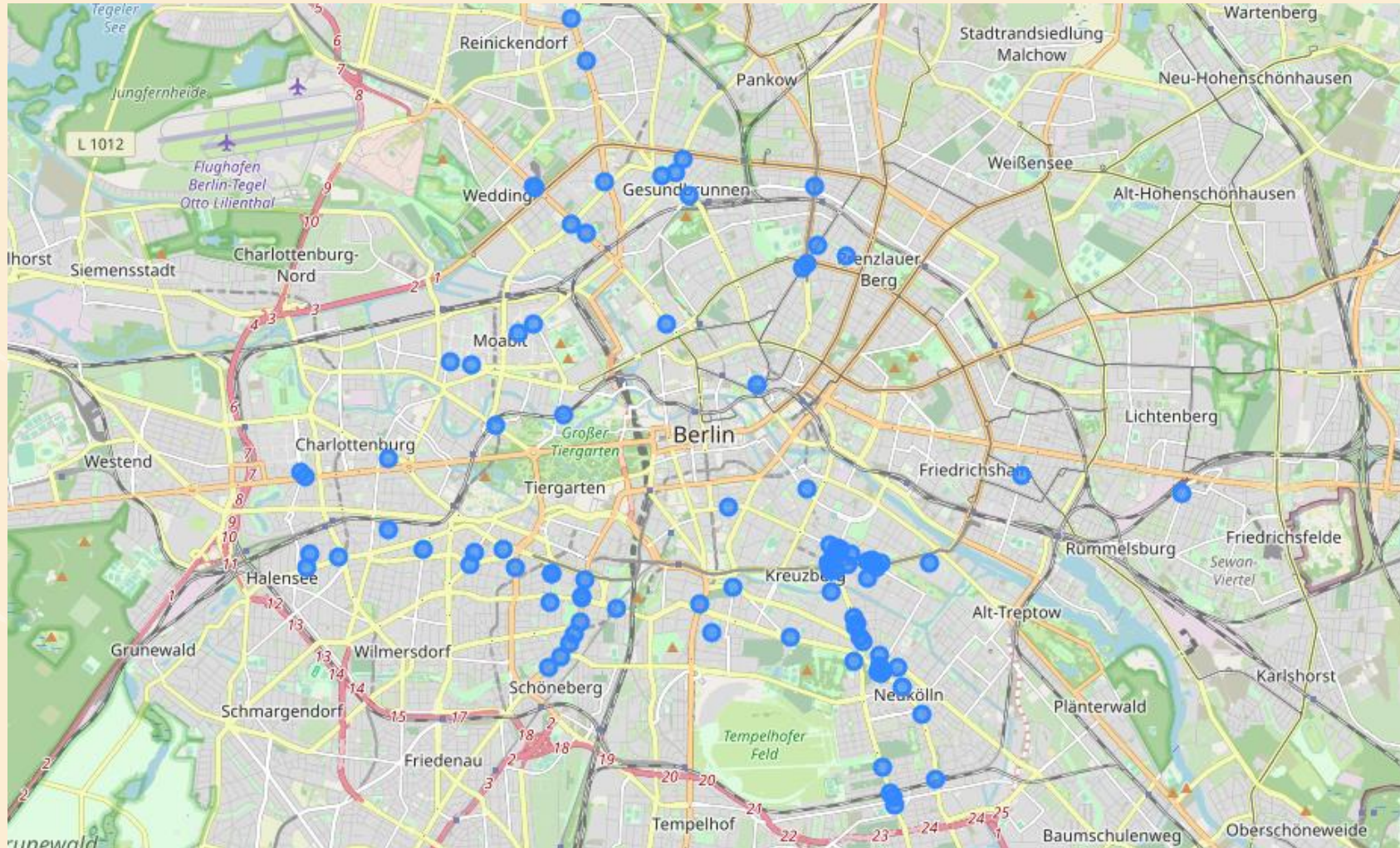
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- Main source is the Foursquare API
- 4 datasets were made ready for analysis.
  - *Rent Data*
  - *U- and S-Bahn Data*
  - *Turkish Restaurants Data*

# ANALYSIS



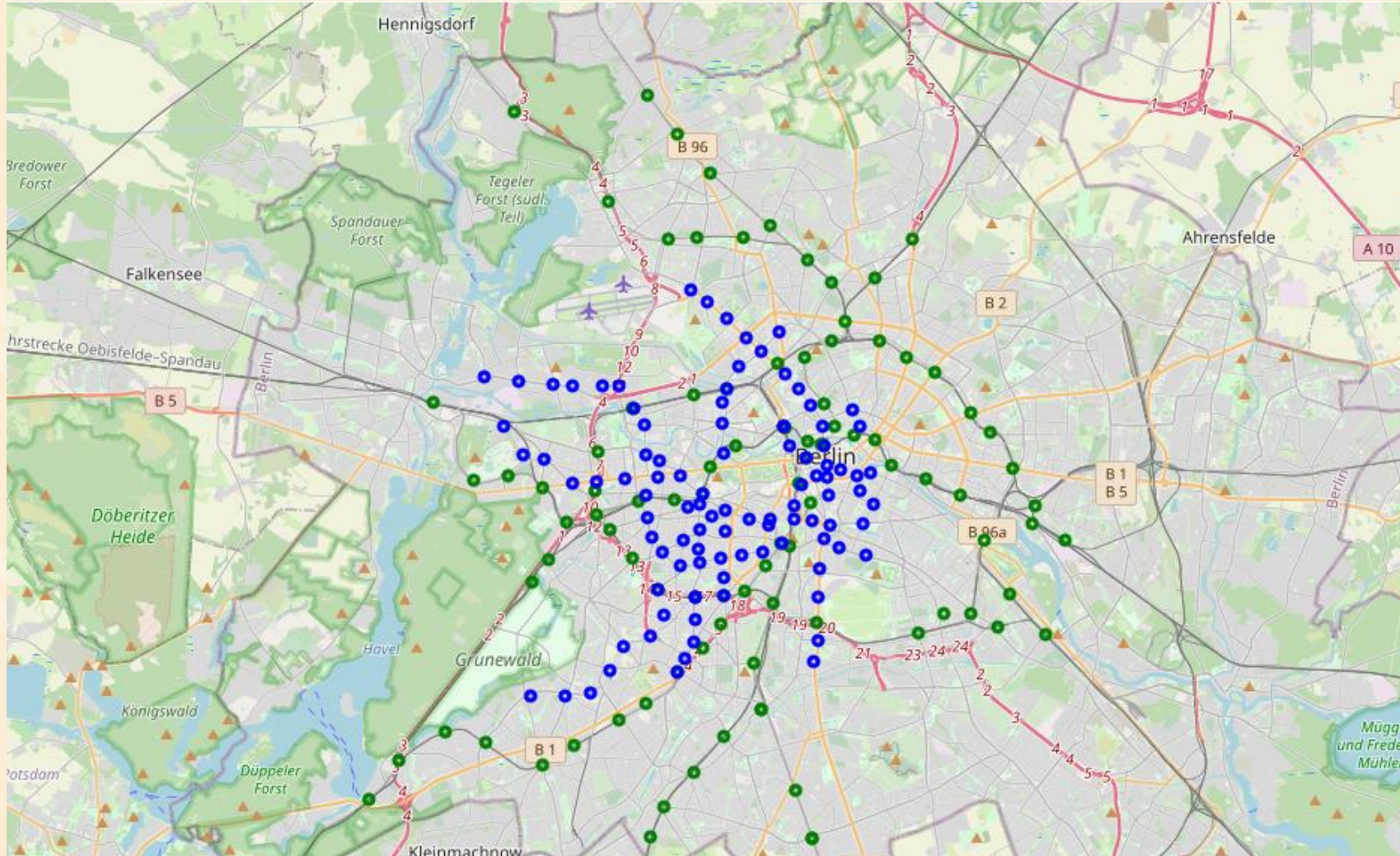
# TURKISH FOOD COURT LOCATIONS



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



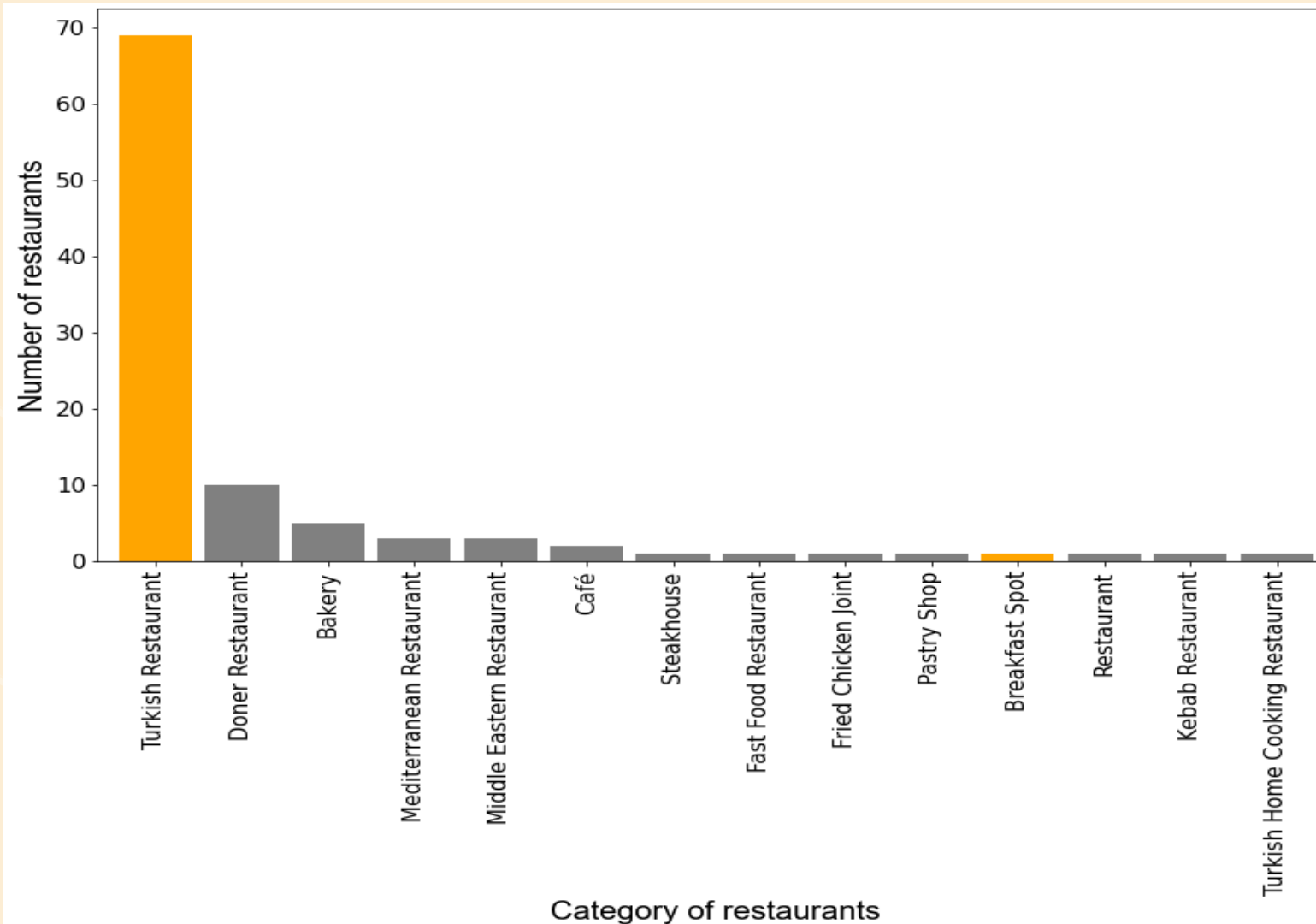
# CLUSTERING TRANSPORTATION



S-Bahn = Green

U-Bahn = Blue

# TYPES OF RESTURANTS ON DEMAND

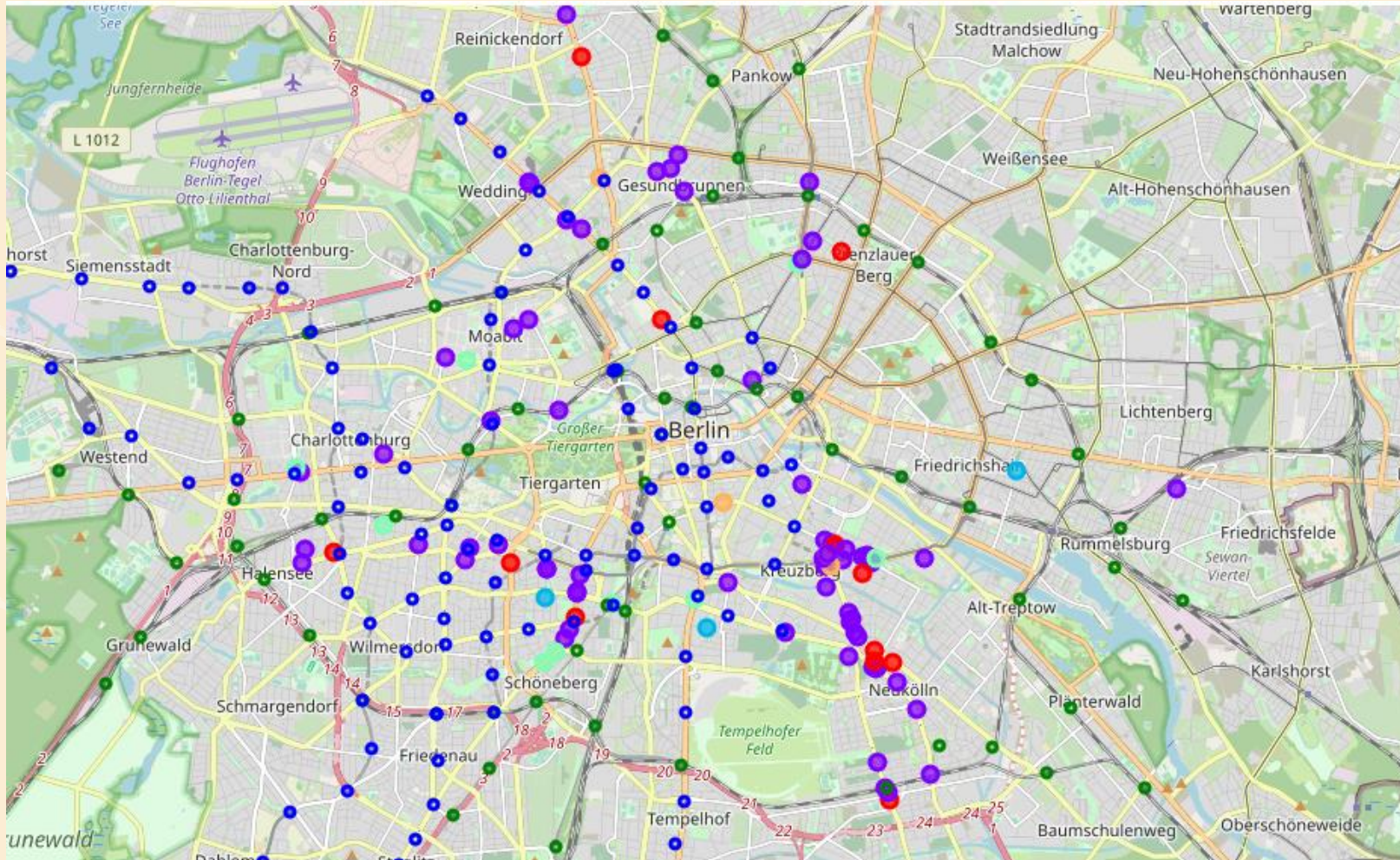


Before furthermore analysing, we need to check if Turkish Restaurants are on demand or not.

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

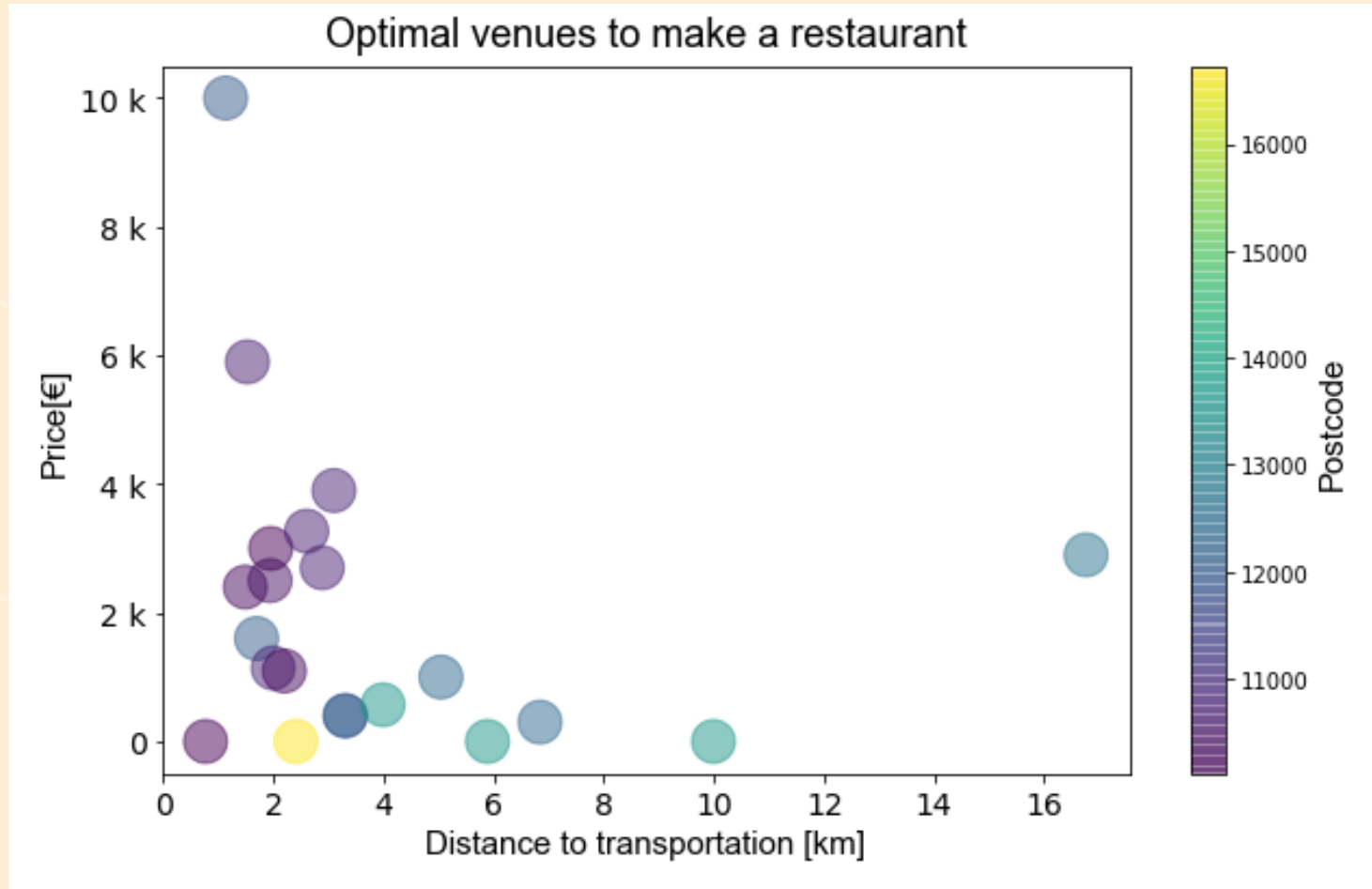


# MERGING TRANSPORTATION AND RESTAURANTS



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

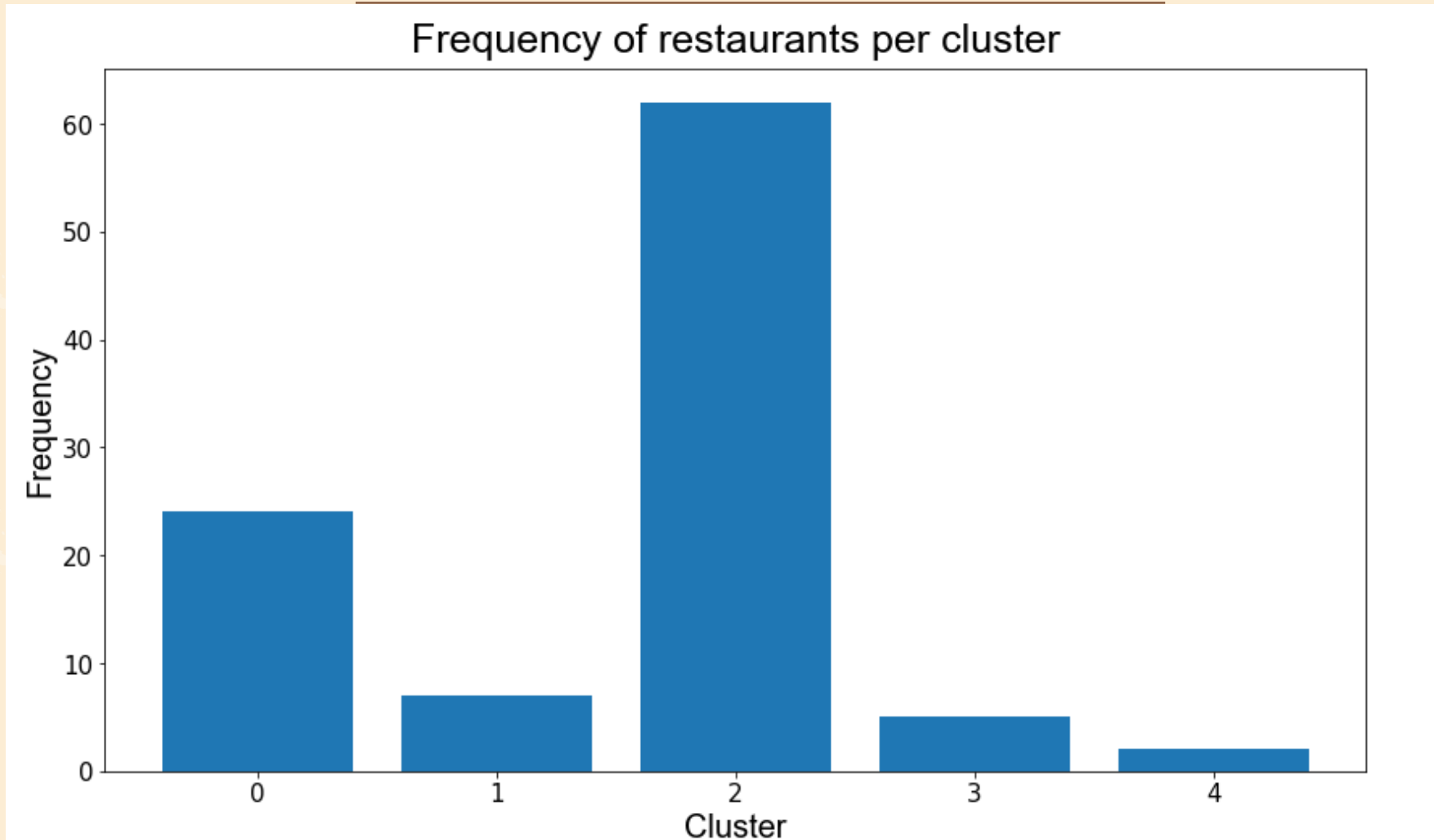
# OPTIMAL VENUES AND PRICES



**PostalCode data is used for to determine which places are available 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

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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.