

Introduction

open a restaurant

City Skopje , have some separated municipalities, with different position from center od Skopje, from different position of important infrastructure and historical objects, different number of citizens ... etc. All these issues are important if someone is looking to open a restaurant. But most important business questions are:

Business Problem

How many restaurants have on same area and in the neighborhoods?

Which type of restaurants are? Traditional, Italian ... etc.

Does have some other categories as lounge bar, café, gastro bar, fast food, pizza places etc? Theare have high impact of business with restorants.

With visualization and statically information will be presented opportunities about the business plan: opening of restaurant.

Data Part I

1)

The most important data resource is Foursquare.

From Foursquare , will be use only Category:

FOOD category (but only restaurants) is primary interest because is most important for business plan.

FOOD category (all other sub- categories) are point of interest because they have indirect impact for business plan.

All these data will be get from Foursquare, selected by categories and procesed , clustered by municipalities of City Skopje.

2)

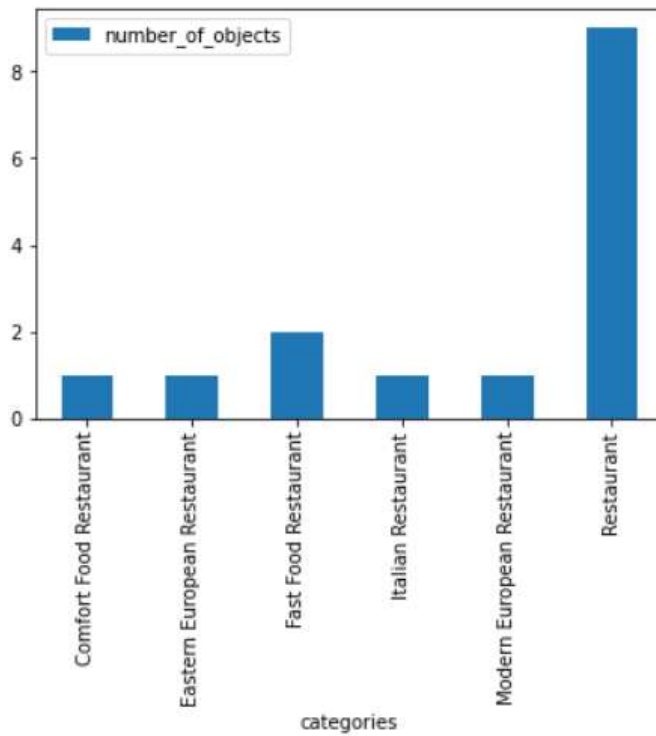
Only around the borders and central locations, the source of data is the website of the municipalities and the city of Skopje, but they are very poor and inaccurate, of descriptive type.

Data Part II

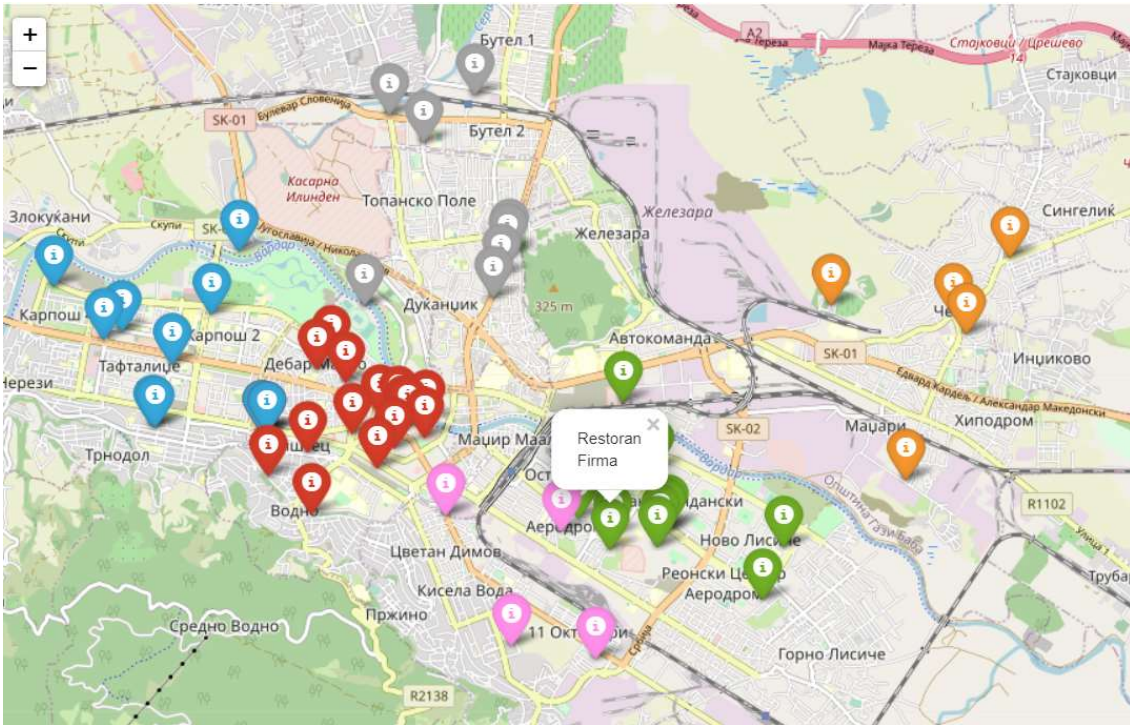
Data Analysis

Which type of restaurants and number of restaurants

Example:



Location is most important key parameter



Modeling

This case is descriptive method, analyzing data by type of restaurant, by total number of restaurants in some area etc.

Finally, two criteriums are:

Visualization on the map, as way to predict the best location.

Statistical data by area, as way to select best type of restaurant.