

Up and coming: venue location scouting in the neighbourhoods of Berlin

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1 Introduction

1.1 Background

Berlin is the capital and the biggest city of Germany. It consists of 96 neighbourhoods, many of which are well known to both locals and tourists alike to have a plethora of interesting venues such as food places and entertainment. In the past many neighbourhoods that were considered to be working-class and low-income areas went through a process of gentrification and were turned into more fancy and high-class neighbourhoods. Today many of these areas are currently in the very middle of this kind of transformation.

In the most high-end and well-known areas of Berlin a saturation of venues has been reached, and starting a new business and surviving can be hard because of high rents and plenty of established competition. Therefore, it would be beneficial to find areas that are less saturated with venues, but still have similar enough characteristics so that the right target audience is reached. Setting up a business in a low-income area that targets citizens of the higher-income areas would surely fail.

1.2 Problem

Based on data about the number and types of venues, as well as population and area size of the neighbourhood will be used to find areas that fall into this gap between high-end and low-end.

1.3 Interests

Owners of businesses that wish to expand as well as those who wish to open their own, new business are both likely to benefit from this kind of analysis.

2 Data

2.1 Data Sources

First data about Berlins neighbourhoods needs to be acquired. This data is readily available on this wikipedia page. The table in question lists each neighbourhood with population, area size and population density.

Information about venues will be acquired using the FourSquare Developer API. For this purpose the coordinates for each neighbourhood will be determined using the *geopy* library for python.