

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the slide, with a higher concentration in the top-left and bottom-right corners, and a few smaller ones near the center text.

WHERE TO INVEST IN VIENNA: REAL ESTATE MARKET

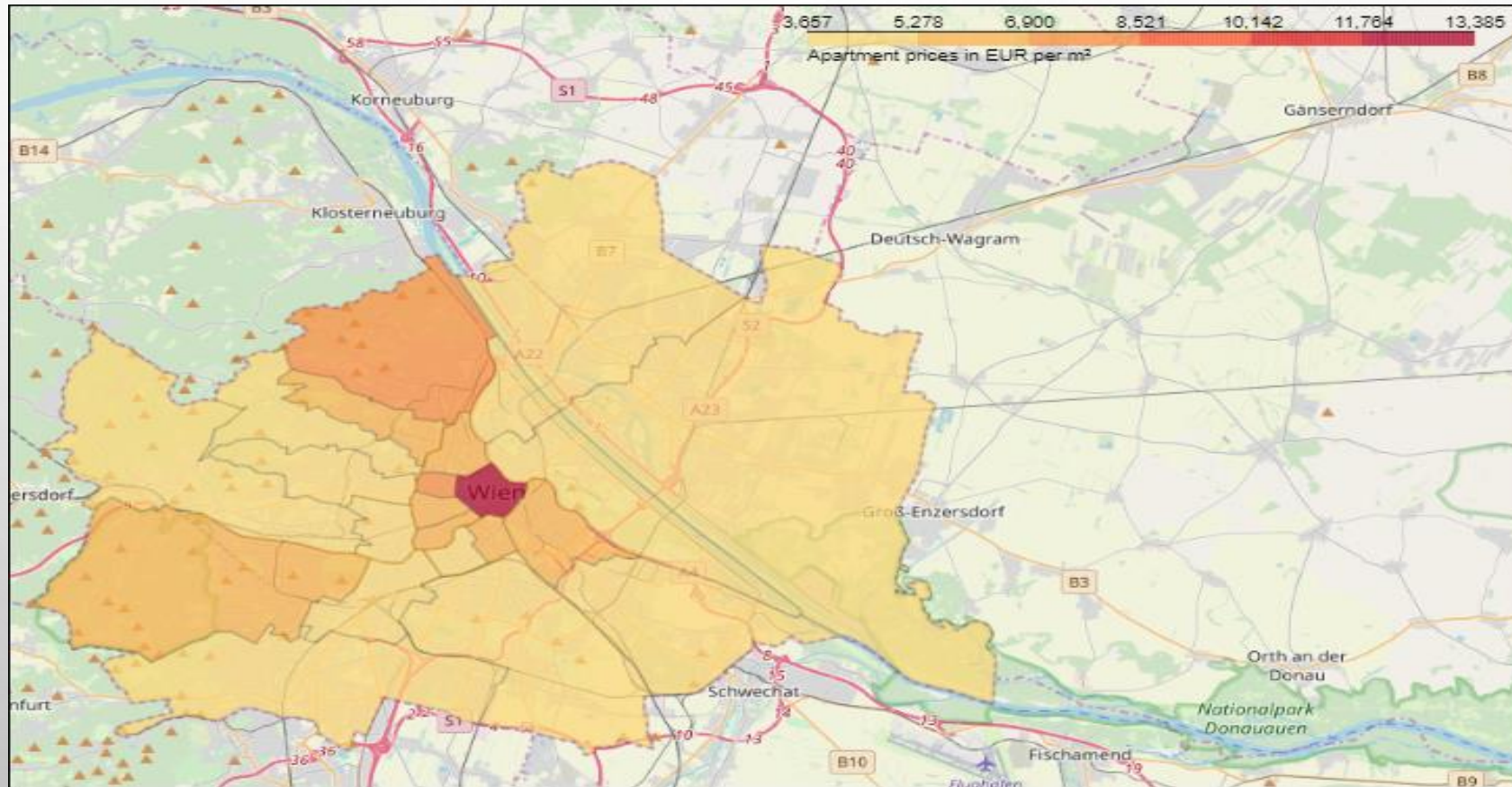
Stadth Wien

- VIENNA HAS BEEN ANNOUNCED THE MOST LIVEABLE CITY IN THE WORLD BY THE MERCER STUDY TEN TIMES IN A ROW, THE PRICES FOR REAL ESTATE ARE STILL RELATIVELY LOW (DESPITE A STRONG INCREASE IN PRICES IN THE LAST YEARS) COMPARED TO OTHER BIG CITIES IN EUROPE LIKE HAMBURG OR MUNICH, THE CITY'S POPULATION IS GROWING, THE JOB MARKET SITUATION IS VERY GOOD AND THE INTEREST RATES FOR LOANS ARE EXTREMELY LOW IN EUROPE.
- BUT WHERE IN VIENNA COULD YOU INVEST? AS SOMEONE WHO MIGHT WANT TO BUY AN APARTMENT IN VIENNA IT MIGHT BE INTERESTING TO GET AN IDEA ABOUT THE DIFFERENT BOROUGHES IN VIENNA (THERE ARE 23 BOROUGHES IN VIENNA), THE AVERAGE PRICES OF APARTMENTS THERE AND THE VENUES OFFERED (DEPENDING ON HOW MUCH SOMEONE IS WILLING TO PAY PER M² AND WHAT OPPORTUNITIES HE OR SHE WANTS TO HAVE NEAR THE APARTMENT HE MIGHT GET AN IDEA WHICH BOROUGH COULD BE INTERESTING).

INTRODUCTION

- FOR THE ANALYSIS I USED DATA ABOUT THE AVERAGE PRICES OF APARTMENTS PER BOROUGH FROM DERSTANDARD.AT AND DATA ABOUT THE VENUES IN BOROUGHES FROM FOURSQUARE
- THE GOAL WAS CLUSTERING THE BOROUGHES DEPENDING ON THIS DATA
- K-MEANS CLUSTERING WAS USED AS METHOD FOR CLUSTERING AS IT IS WIDELY USED AND VERY EFFICIENT

BOROUGHES IN VIENNA: APARTMENT PRICES



OUTCOME

	Borough	Cluster Labels	EUR-Price	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	Leopoldstadt	0	5201	Hotel	Austrian Restaurant	Restaurant	Café	Palace	Italian Restaurant	Pizza Place	Museum	Korean Restaurant	Irish Pub
2	Landstraße	0	6142	Hotel	Austrian Restaurant	Café	Restaurant	Plaza	Concert Hall	Palace	Italian Restaurant	Art Museum	Steakhouse
3	Wieden	0	6704	Hotel	Plaza	Austrian Restaurant	Palace	Ice Cream Shop	Restaurant	Concert Hall	Café	Art Museum	Asian Restaurant
4	Margareten	0	5098	Hotel	Ice Cream Shop	Plaza	Café	Palace	Restaurant	Art Museum	Austrian Restaurant	Bar	Coffee Shop
5	Mariahilf	0	5548	Hotel	Plaza	Restaurant	Ice Cream Shop	Austrian Restaurant	Café	Concert Hall	Park	Art Museum	Thai Restaurant
6	Neubau	0	6667	Hotel	Café	Plaza	Ice Cream Shop	Austrian Restaurant	Restaurant	Park	Art Museum	Museum	Hostel
7	Josefstadt	0	7669	Café	Hotel	Plaza	Restaurant	Park	Austrian Restaurant	Ice Cream Shop	Coffee Shop	Art Museum	Gastropub
9	Favoriten	0	3752	Hotel	Restaurant	Austrian Restaurant	Café	Asian Restaurant	Supermarket	Park	Grocery Store	Fast Food Restaurant	Gym / Fitness Center
10	Simmering	0	4106	Hotel	Supermarket	Austrian Restaurant	Train Station	Café	Restaurant	Park	Fast Food Restaurant	Concert Hall	Grocery Store
11	Meidling	0	4468	Hotel	Zoo Exhibit	Café	Austrian Restaurant	History Museum	Restaurant	Pub	Park	Pool	Supermarket
14	Rudolfsheim-Fünfhaus	0	4473	Hotel	Ice Cream Shop	Café	History Museum	Austrian Restaurant	Restaurant	Pizza Place	Hostel	Thai Restaurant	Breakfast Spot
17	Währing	0	6378	Café	Italian Restaurant	Austrian Restaurant	Park	Restaurant	Gastropub	Coffee Shop	Wine Bar	Plaza	Supermarket
19	Brigittenau	0	4175	Restaurant	Austrian Restaurant	Hotel	Park	Café	Cocktail Bar	Coffee Shop	Italian Restaurant	Ice Cream Shop	Pizza Place
20	Floridsdorf	0	4372	Supermarket	Ice Cream Shop	Grocery Store	Pizza Place	Fast Food Restaurant	Restaurant	Gym	Gym / Fitness Center	Furniture / Home Store	Bakery
22	Liesing	0	4530	Supermarket	Italian Restaurant	Motorcycle Shop	Clothing Store	Hotel	Electronics Store	Ice Cream Shop	Chinese Restaurant	Wine Bar	Grocery Store

	Borough	Cluster Labels	EUR-Price	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
8	Alsergrund	1	6875	Restaurant	Plaza	Austrian Restaurant	Park	Hotel	Café	Ice Cream Shop	Cocktail Bar	Italian Restaurant	Japanese Restaurant

	Borough	Cluster Labels	EUR-Price	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Innere Stadt	2	13290	Hotel	Plaza	Restaurant	Café	Austrian Restaurant	Ice Cream Shop	Italian Restaurant	Park	Museum	Art Museum
12	Hietzing	2	5587	Zoo Exhibit	Restaurant	Supermarket	Park	Bakery	Italian Restaurant	Gym / Fitness Center	Greek Restaurant	Gastropub	Ice Cream Shop
13	Penzing	2	4732	Restaurant	Supermarket	Park	Asian Restaurant	Italian Restaurant	Café	Austrian Restaurant	Scenic Lookout	Shopping Mall	Shoe Store
15	Ottakring	2	4723	Café	Austrian Restaurant	Restaurant	Park	Hotel	History Museum	Italian Restaurant	Greek Restaurant	Ice Cream Shop	Breakfast Spot
16	Hernals	2	4780	Park	Café	Supermarket	Austrian Restaurant	Restaurant	Asian Restaurant	Gastropub	Italian Restaurant	Scenic Lookout	Plaza
18	Döbling	2	7158	Austrian Restaurant	Supermarket	Wine Bar	Restaurant	Italian Restaurant	Park	Gastropub	Café	Scenic Lookout	Gym
21	Donaustadt	2	4811	Supermarket	Clothing Store	Asian Restaurant	Electronics Store	Grocery Store	Bus Stop	Bakery	Pizza Place	Gym	Restaurant

CONCLUSION

- K-MEANS DOES A GOOD JOB CLUSTERING THE BOROUGHES OF VIENNA INTO THREE CLUSTERS THAT ARE DOMINATED BY DIFFERENT VENUES.
- FOURSQUARE OFFERS A WIDE RANGE OF DATA FOR ANALYZING BOROUGHES EVEN THOUGH THE DATA IS NOT OPTIMAL FOR SOME REASONS (COVERAGE, CATEGORIZATION, ETC.).
- THE ANALYSIS MADE ONLY GIVES AN IDEA WHERE YOU MIGHT WANT TO BUY A BOROUGH. ADDITIONAL DATA COULD IMPROVE THE OUTCOME.