

DOP RESTAURANT

A Spanish restaurant in Zurich



INTRODUCTION

We all have noted the boom of Asian Cuisine in our world. E.g., Sushi has become one of the popular dishes of the current affairs.

Everyone likes pizza and pasta. That is why Italian cuisine is so recognized.

What about Spanish gastronomy? We have 218 products labeled with DOP (Protected Designation of Origin) and 132 with IGP(Protected Geographical Singh).

Those marks are a certify of quality and origin of products guaranteed by the European Union (EU).



DATA

To find the best location to place our restaurant we will need data about the restaurant venues of the surrounding of Paradeplatz, the center of Zurich.

Trough FourSquare API we are going to have access to information about the venues like restaurant name, category, address, coordinates, restaurant id, price and rating.

In order to get the desired data, we need to clean and filter it.



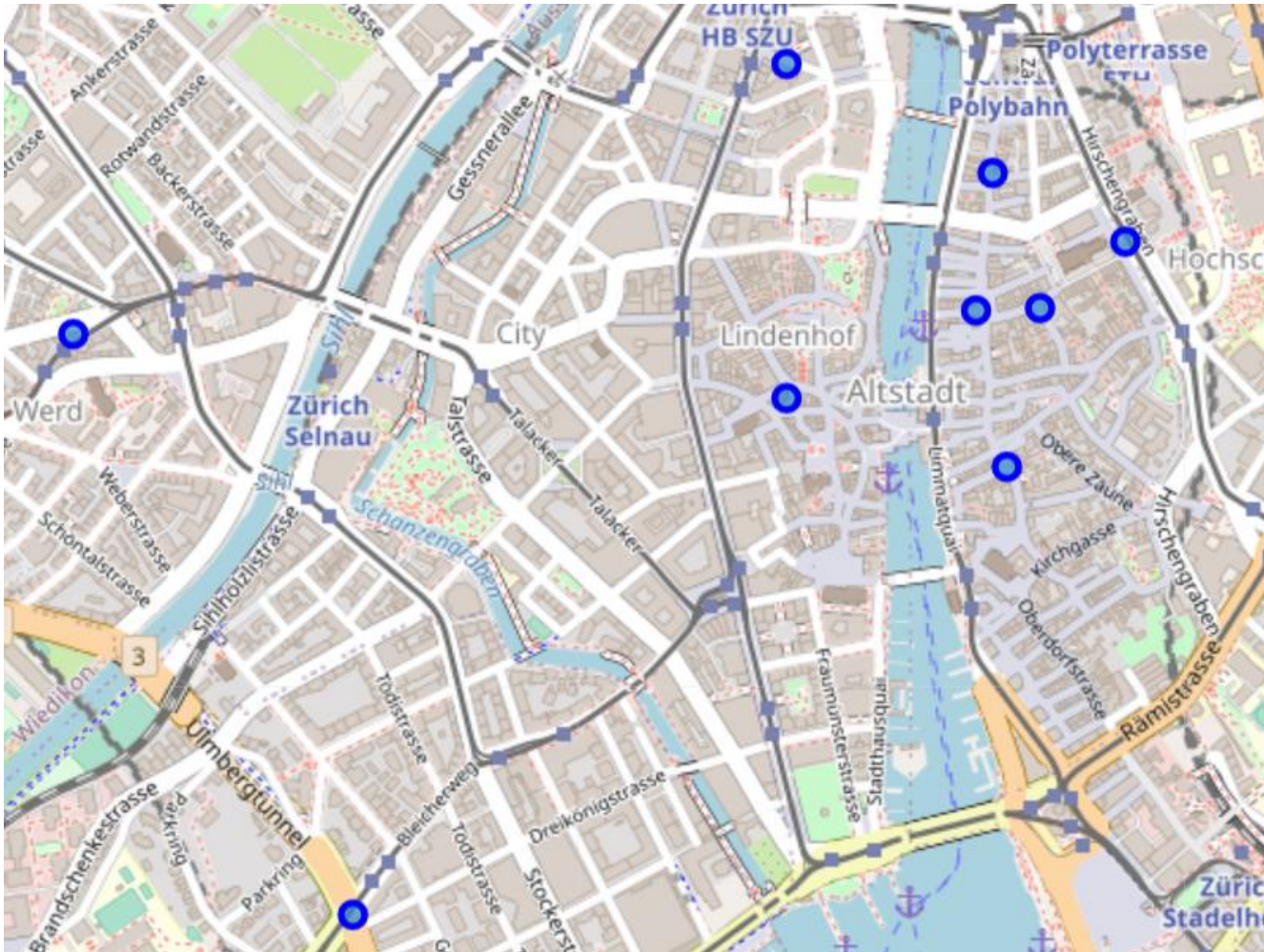
Table of some Spanish restaurants

This is the result of cleaning and filtering the huge amount of data we get through FourSquare.

Now we have enough information to locate every restaurant in the map and go ahead with the analysis.

	Restaurant Name	Restaurant Category	Address	Postal Code	City	Latitude	Longitude	Restaurant id	Rating	Price	Ratio
0	Taverna Catalana	Spanish Restaurant	Glockengasse 8	8001	Zürich	47.372143	8.540149	4b05888af964a520a8cc22e3	7.6	2	38
1	Bodega Española	Spanish Restaurant	Münstergasse 15	8001	Zürich	47.371288	8.544152	4b05888af964a5208ecc22e3	7.3	2	36
2	Rechberg 1837	Spanish Restaurant	Chorgasse 20	8001	Zürich	47.374050	8.546306	4c76ad8fff1fb60c97a5f9a7	8.3	2	41
3	Tasca Romero	Spanish Restaurant	Niederdorfstr. 37	8001	Zürich	47.374905	8.543902	4bc05ca5f8219c740c77b110	7.2	2	36
4	Restaurant Emilio	Spanish Restaurant	Zweierstr. 9	8004	Zürich	47.372937	8.527220	4b058888f964a5200acc22e3	7.7	2	38
5	Restaurant Madrid	Spanish Restaurant	Froschaugasse 15	8001	Zürich	47.373241	8.544728	4b058888f964a52003cc22e3	6.7	2	33

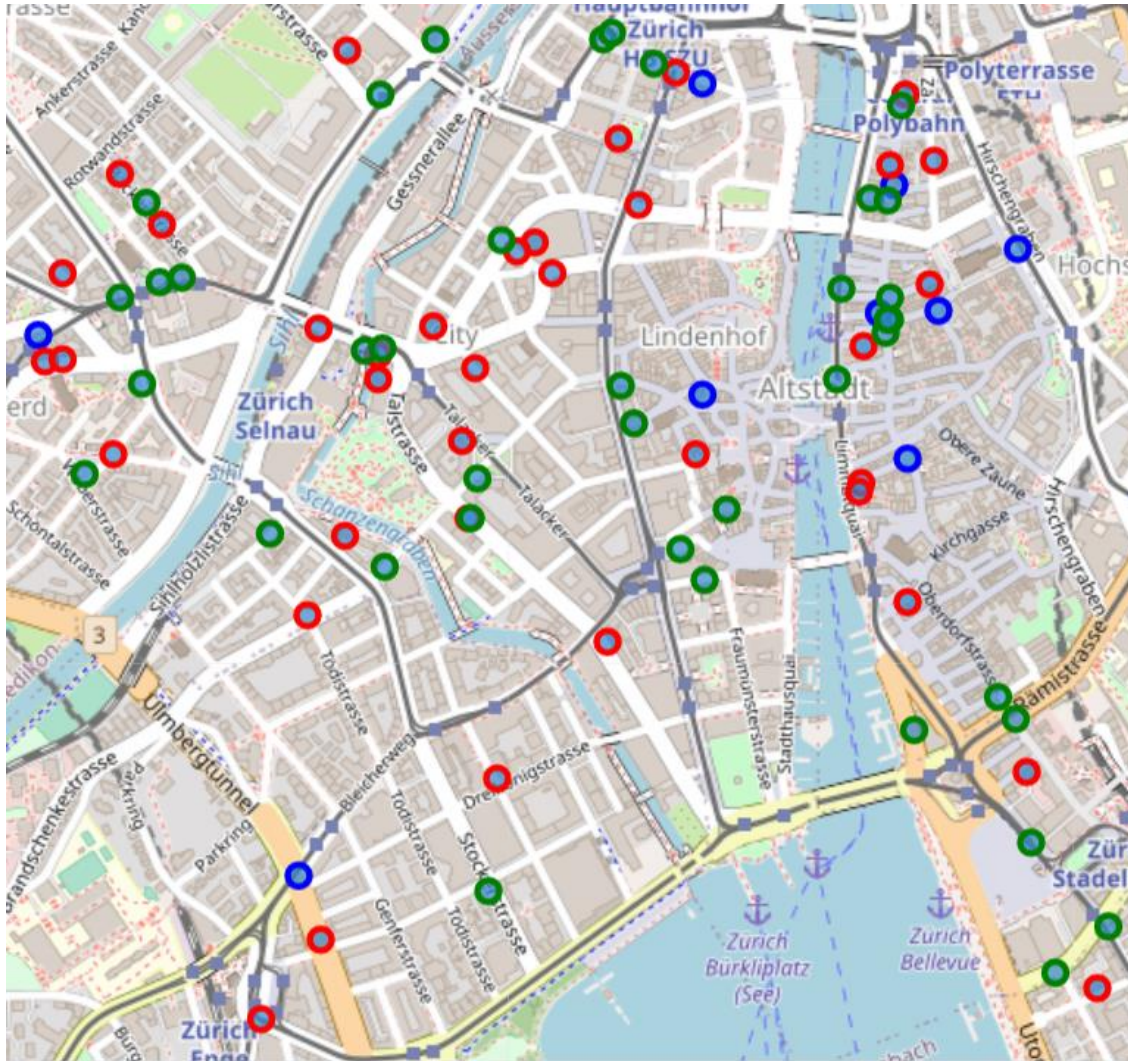
Center of Zurich with Spanish venues



We see quite less restaurants to be a city with a population of 434'783.

It seems they are good located near the river, but we are going to find something better.

Center of Zurich with all venues



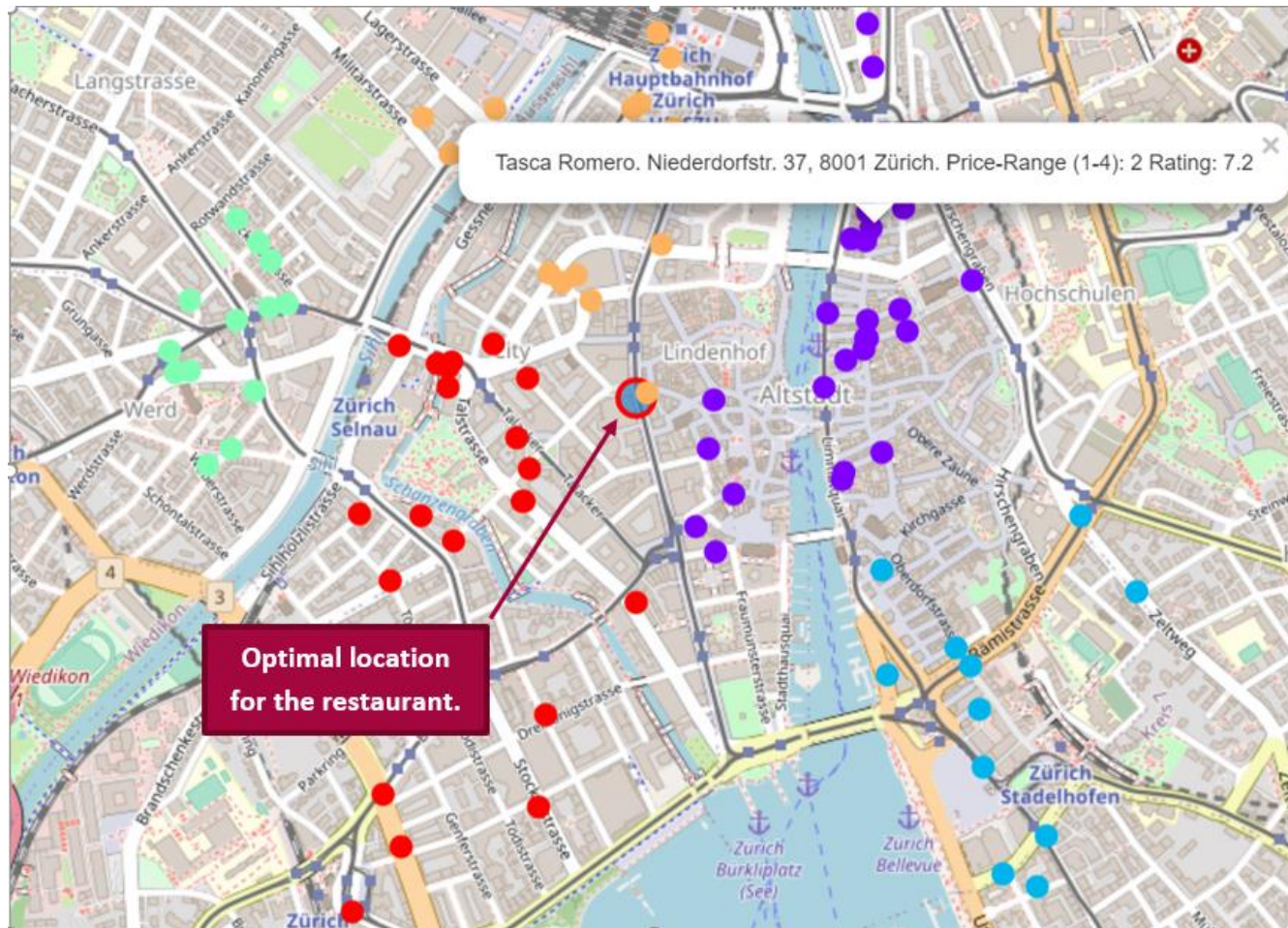
We can see at a glance one of the reason why we are.

The Asian and Italian restaurants are everywhere.

There is some places with less crowd of restaurants.

We have place for ours.

Clustering of venues



We selected K-means to do the clustering of the venues. We have 5 number of clusters.

We have also prepared some information for the pop-ups of the map.

Trough a clustering of 1 number of cluster we found the best place for our restaurant, based on location.

Some numbers to keep in mind

Total restaurants of selected cuisines: 88

Percentage of Spanish restaurants: 7.95%

Percentage of Spanish restaurants per Asian restaurant: 17.07%

Percentage of Spanish restaurants per Italian restaurant: 17.50%

Average quality-price ratio of Spanish restaurants: 35.71%

Average quality-price ratio of Asian restaurants: 41.73%

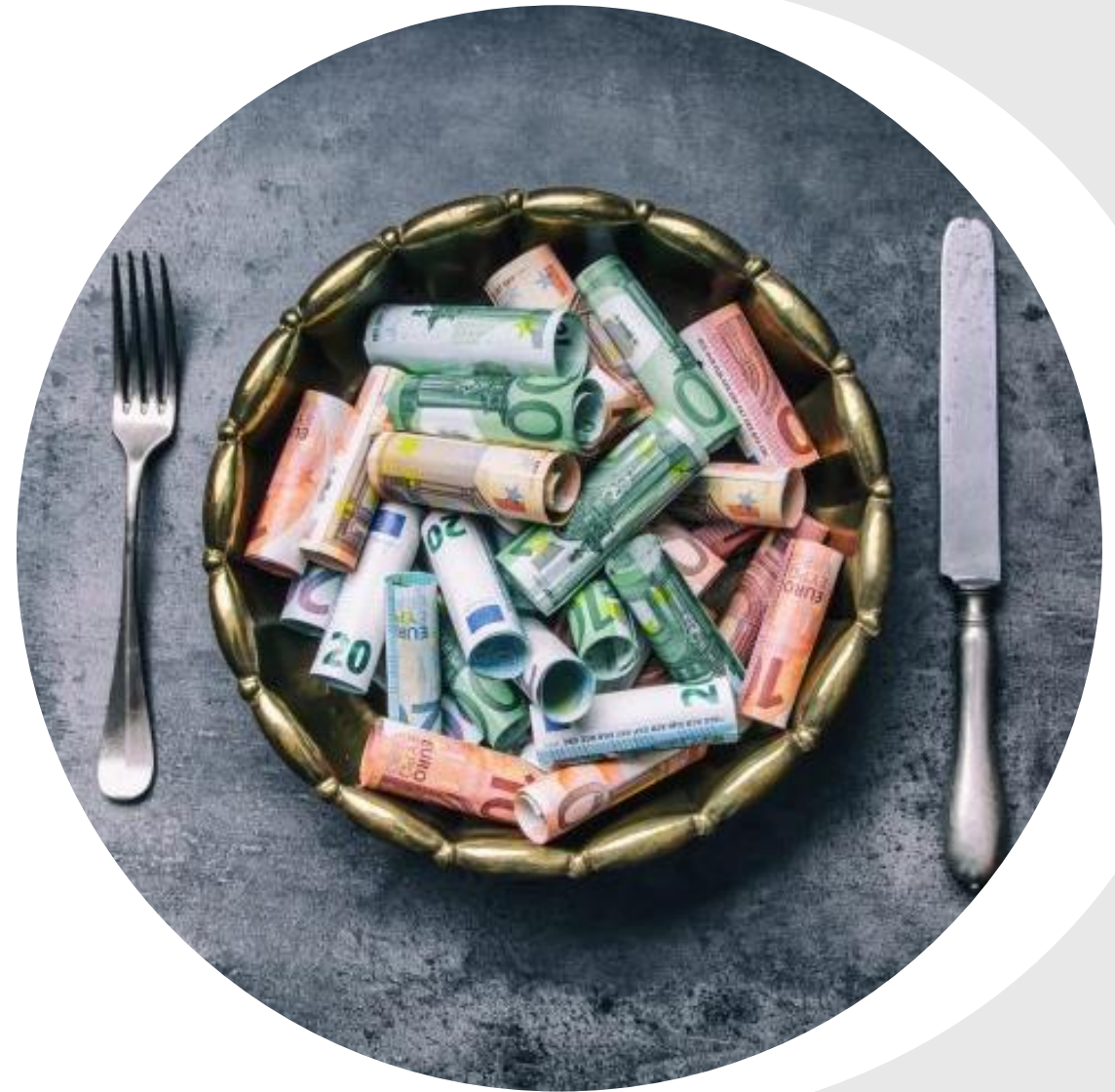
Average quality-price ratio of Italian restaurants: 37.38%

Conclusion

We have found a unique niche market. the number of Spanish restaurants is derisory compared to the other selected cuisines. The quality-price ratio is as well the lowest one. There is an enormous gap to fill and a lot of work to do. This improvement margin is an incredibly positive new.

According to the centroid based on all selected venues, the location we should place the restaurant is privileged.

All this added to the high quality we can offer with our certified products; we consider that open a Spanish restaurant in the center of Zurich is an exceptionally good investment.





THANK YOU