

The battle of Neighborhoods

Introduction

Brussels is the capital of Belgium and the center of European Commission. Due to this is very diverse as people from all European countries visit Brussels mostly for business purpose but also for holidays.

Many people from various countries work in Brussels and there is one of the largest Greek communities populated with 40.000 people ([Demographics of Belgium](#)).

After the 2015-2017 economic crisis many Greeks relocated to Brussels, mostly working for the EU committee. This creates an opportunity for traditional Greek food. In 2012 the Greek restaurant “Leonidas place” opens for business with only one shop. Because of the exceptional quality and service soon gets 40 stores over Greece and currently is looking for expansion to other countries. So they hired me to find potential locations for their first shop.

Business Problem

Restaurants is a very demanding business and especially in Brussels where the population is so diverse many factors need to be considered. Since it is the first shop of the “Leonidas place” we need everything so to succeed. We get data of popular restaurants and cluster the locations also we will take in mind the population of the neighborhood as we need to be close to many people.

- People are from various countries religions etc
- Many people visit Brussels for business so internet presence is a must
- There is strong Greek community

Considerations

- Dynamic environment
- Are there close enough farmer markets wholesale markets so we can easily get first quality fresh products?
- Demographics
- What types of restaurants are proffered in the neighborhood?
- As there are also the famous pralines named “Leonidas” a new name should be recommended in order to avoid confusion

Target Audience

The audience is “Leonidas place” owners and partners as well as anyone who might interested in opening a restaurant business. The management also needs to understand and support the final decision.

Success Criteria

The success criteria of the project will be a good recommendation of the location of the first Belgian “Leonidas place” restaurant in Brussels which will be at a commercial center with ease of transportation.

Data

Only the city of Brussels will be analyzed in the project.

The population data for the city of Brussels can be found : [Brussels population](#)

Top 5 butcher shops in Brussels : [5 best bushers](#)

Location data from foursquare api category Restaurants
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