

## **Battle of Neighbourhoods in Munich**

### **Introduction and business problem**

Munich is the capital of the federal state of Bavaria, Germany. With its approximately 1.5 million inhabitants and many more in the metropolitan region it is the most densely populated area in Bavaria and one of the most densely populated areas in Germany.

Today, Munich is a global centre of art, science, technology, culture, innovation and tourism and enjoys a very high standard and quality of living, reaching first in Germany and third worldwide according to the 2018 Mercer survey.

The Bavarian cuisine contributes to this ranking, most popular is the annual *Oktoberfest* where millions of people enjoy the Bavarian cuisine. In small, there are countless traditional Bavarian restaurants all over the city area, many of which also have small outside areas called beer garden. These are popular fixtures of Munich's gastronomic landscape. They are central to the city's culture and serve as a kind of melting pot for members of all walks of life, for locals and tourists alike.

The objective of this project is to use Foursquare location data and regional clustering of venue information as well as information about the population to determine what might be the 'best' neighbourhood in Munich to open a restaurant. Although there are many Bavarian restaurants in the city area, in 2019 tourism in Munich recorded 8.8 million arrivals and surely many of them want to taste the traditional Bavarian cuisine.

Through this project, we will find the most suitable location for an entrepreneur to open a new Bavarian restaurant in Munich.