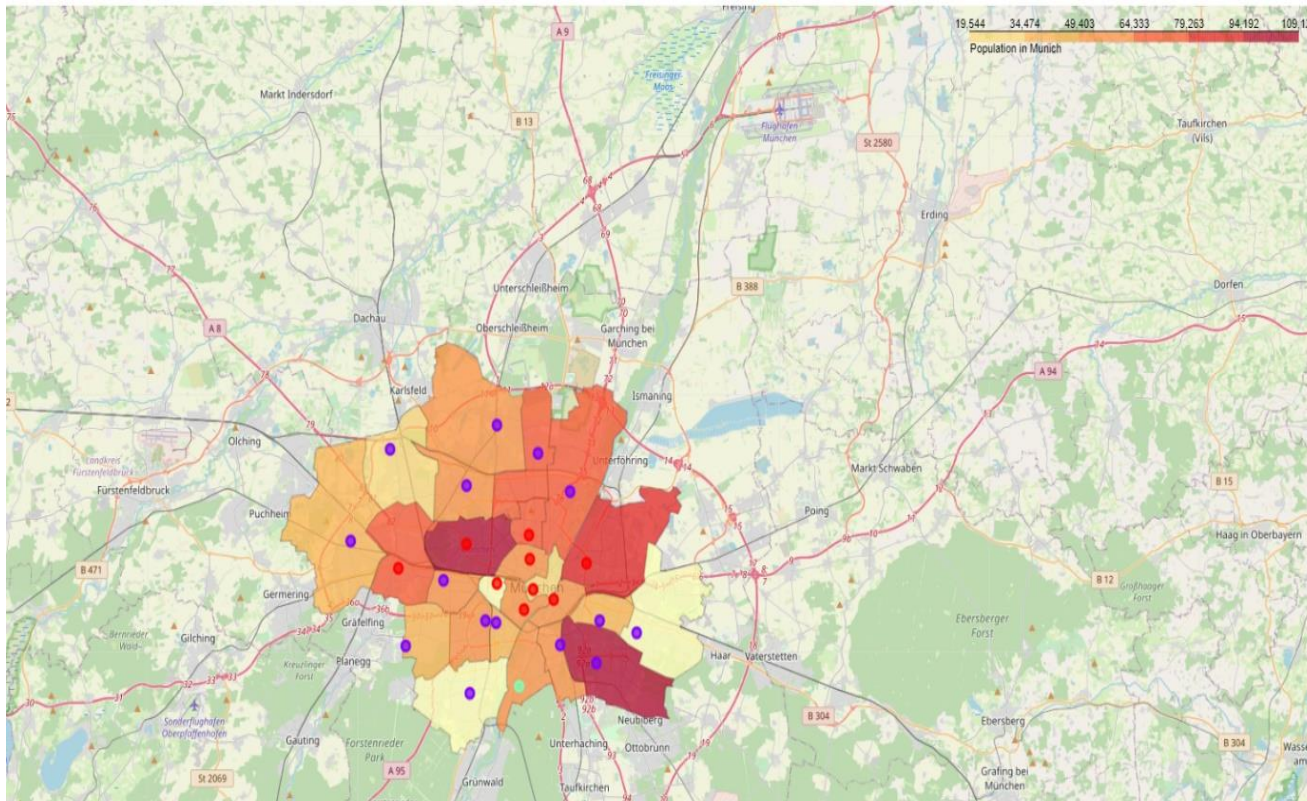


BATTLE OF NEIGHBOURHOODS IN MUNICH

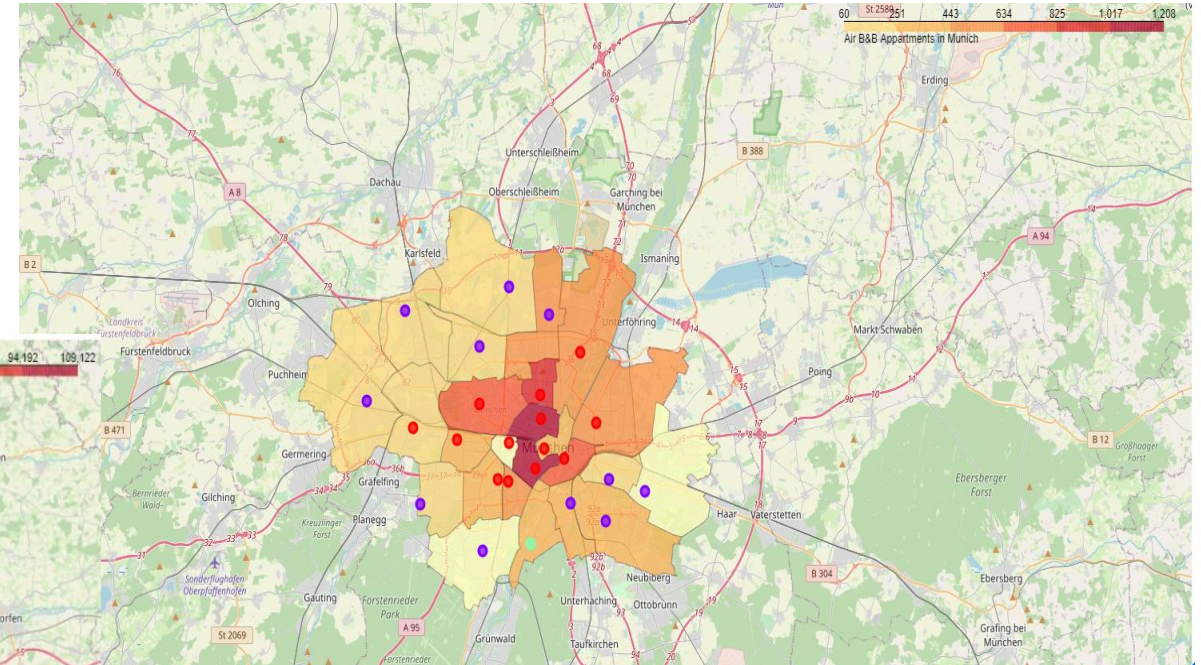


KMEANS CLUSTERING

Population



Number of apartments



- Kmeans clustered Munich to an inner and outer circle
- The inner city has many AirB&B apartments

→ First idea: inner city might be better

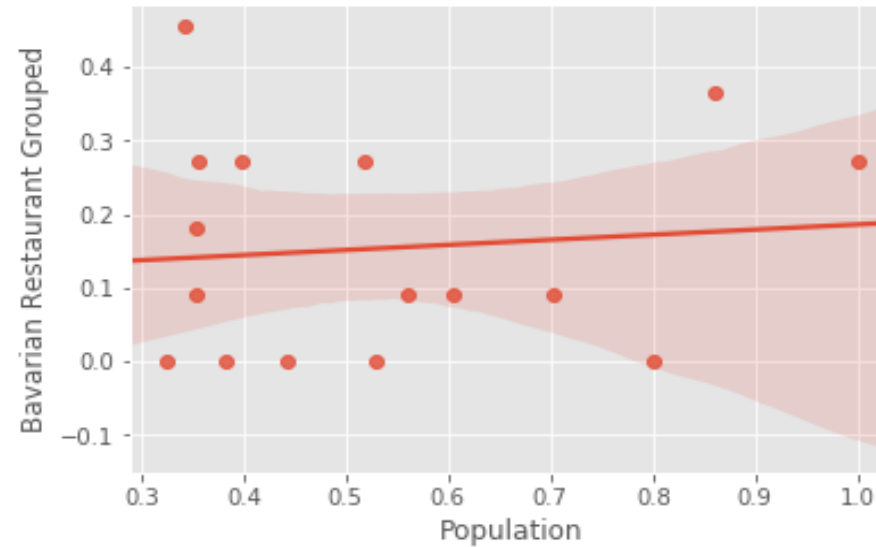
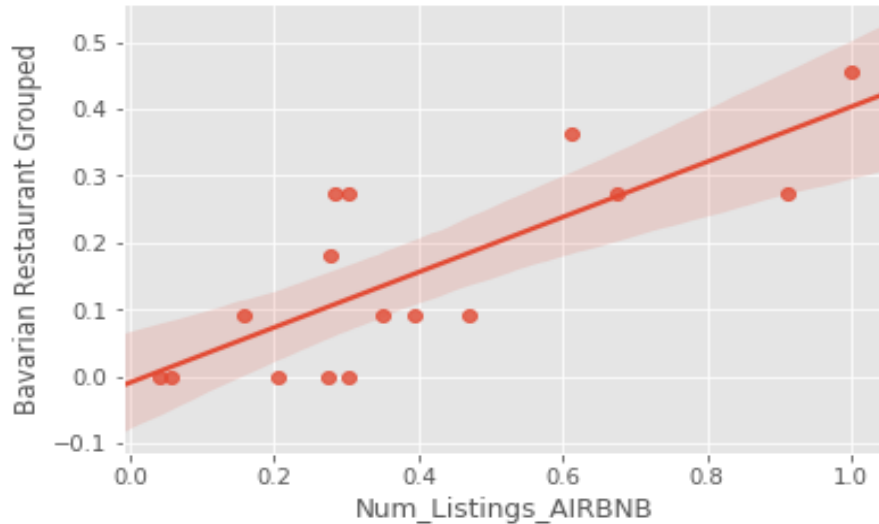
Questions:

→ But: are there already enough Bavarian restaurants?

→ Is the population or the number of apartments more important?



IDENTIFY THE CRUCIAL PARAMETER



- Simple linear regression shows correlation between number of apartments and Bavarian restaurants
- Population has no significant effect on number of Bavarian restaurants

→ Concentrate on number of apartments



FIND THE BEST RATIO

Neighbourhood	Population	Area	Density	Num_Listings_AIRBNB	Bavarian Restaurant Grouped	Ratio_AIRBNB	Ratio_Pop
Laim	54030	528.59	102	380	0	0.000000	0.000000
Hadern	48945	922.37	53	136	0	0.000000	0.000000
Thalkirchen-Obersendling-Forstenried-Fuerstenried-Solln	90790	1776.31	51	410	0	0.000000	0.000000
Trudering-Riem	67009	2245.05	30	302	0	0.000000	0.000000
Feldmoching-Hasenberg	59391	2893.78	21	116	0	0.000000	0.000000
Schwabing-Freimann	69676	2567.22	27	601	1	0.001664	0.000014
Bogenhausen	82138	2370.97	35	516	1	0.001938	0.000012
Milbertshofen-Am Hart	73617	1341.64	55	465	1	0.002151	0.000014
Maxvorstadt	51642	429.79	120	1097	3	0.002735	0.000058
Schwabing-West	65892	436.30	151	831	3	0.003610	0.000046
Moosach	51537	1109.36	46	250	1	0.004000	0.000019
Ludwigsvorstadt-Isarvorstadt	50620	440.14	115	1197	5	0.004177	0.000099
Obergiesing	51499	572.04	90	384	2	0.005208	0.000039
Neuhausen-Nymphenburg	95906	1291.45	74	761	4	0.005256	0.000042
Ramersdorf-Perlach	108244	1989.50	54	413	3	0.007264	0.000028
Sendling-Westpark	55405	781.45	71	391	3	0.007673	0.000054
Sendling	39953	393.87	101	447	4	0.008949	0.000100
Aubing-Lochhausen-Langwied	42305	3406.02	12	91	1	0.010989	0.000024
Untergiesing-Harlaching	51937	805.67	64	347	4	0.011527	0.000077
Au-Haidhausen	59752	421.96	142	713	9	0.012623	0.000151
Berg am Laim	43068	631.46	68	210	3	0.014286	0.000070
Pasing-Obermenzing	70783	1649.78	43	227	4	0.017621	0.000057
Schwanthalerhoehe	29663	207.02	143	430	9	0.020930	0.000303
Allach-Untermenzing	30737	1545.17	20	71	2	0.028169	0.000065
Altstadt-Lehel	20422	314.57	65	386	11	0.028497	0.000539

Ratio gives the following ranking to open a Bavarian restaurant:

1. Laim
2. Hadern
3. Thalkirchen-Obersendling-Fuerstenried-Solln



COCLUSION

- To options taking into consideration:
 - 1. Decision based on number of Bavarian restuarants and population
 - 2. Decision based on number Bavarian restaurants and AirB&B apartments
- Stronger correlation of apartments and Bavarian restuarants, so the entrepreneur should open their restaurant in Laim, Hadern or Thalkirchen-Obersendling-Fuerstenried-Solln due to low number of restaurants compared with the number of apartments

