

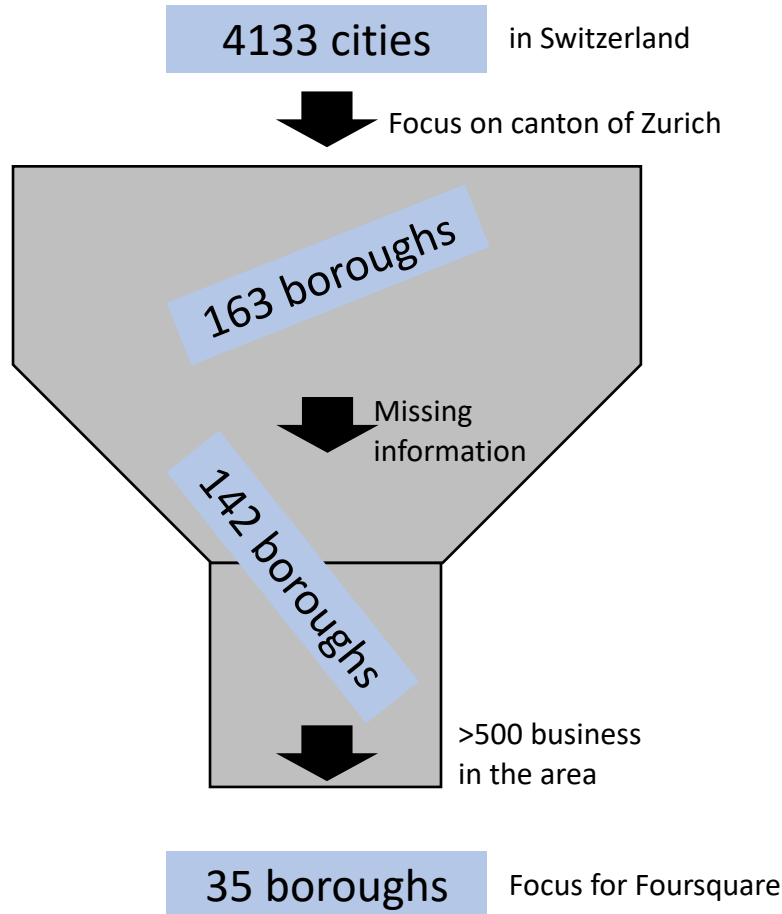
Introduction

Opening an Italian restaurant in Zurich, Switzerland

- A friend asked for help to **find a suitable location to open an Italian restaurant** in the canton of Zurich, Switzerland
- The restaurant should serve regular local residents and walk-in customers from local businesses
- The density of other restaurants (especially Italian ones) should be as low as possible
- Local location and economical data is used to determine the boroughs in scope and the **Foursquare API will be leveraged to find Italian restaurants specifically** and cluster all available venues in the focus boroughs generally

Data scope

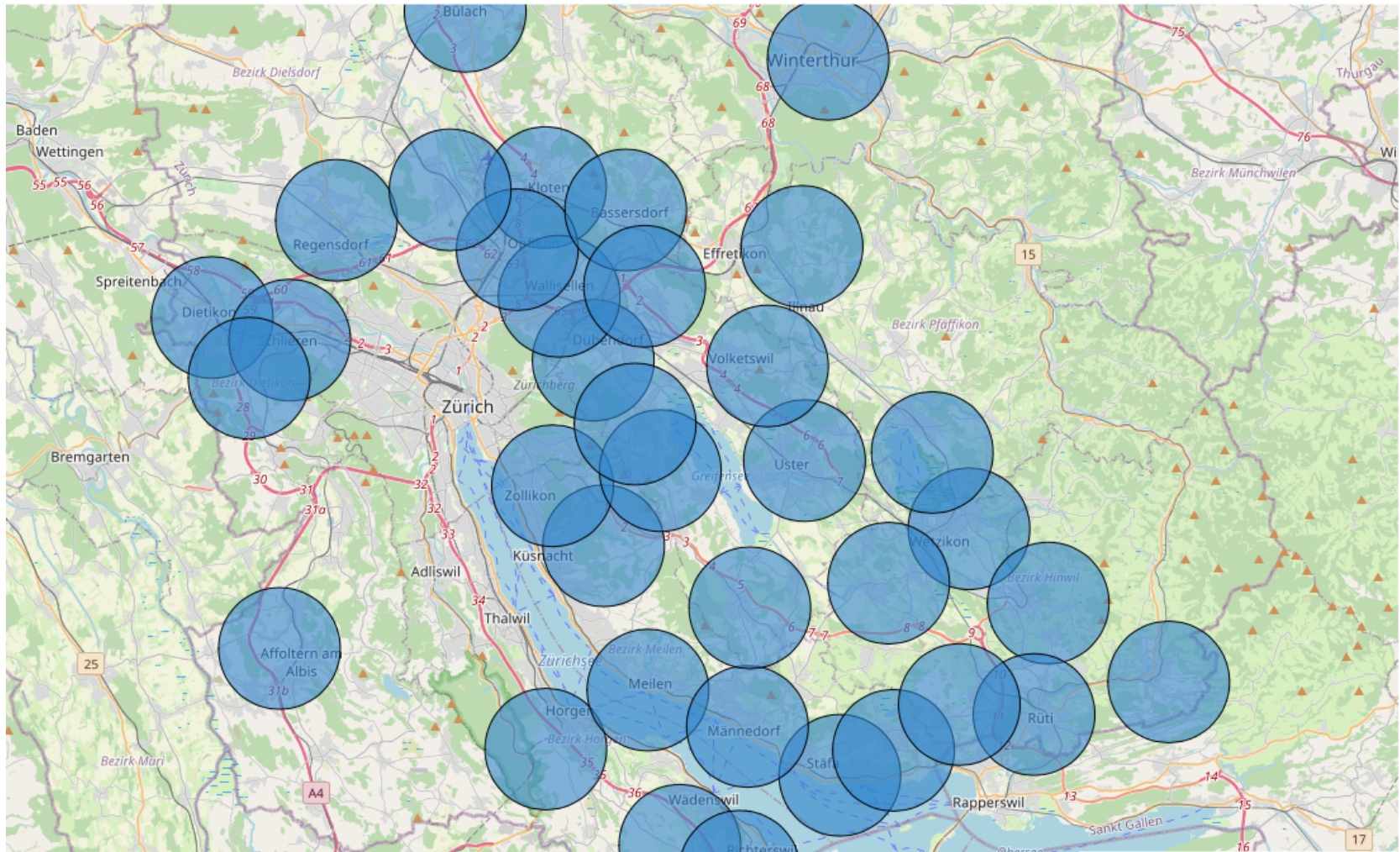
4133 cities were filtered and then grouped to 35 boroughs



1. The list of all cities in Switzerland was filtered for the canton of Zurich
2. Data was cleaned and cities were grouped to boroughs
3. Boroughs missing relevant information were deleted
4. Boroughs were filtered for the ones with >500 local businesses

Overview of 35 final boroughs in scope

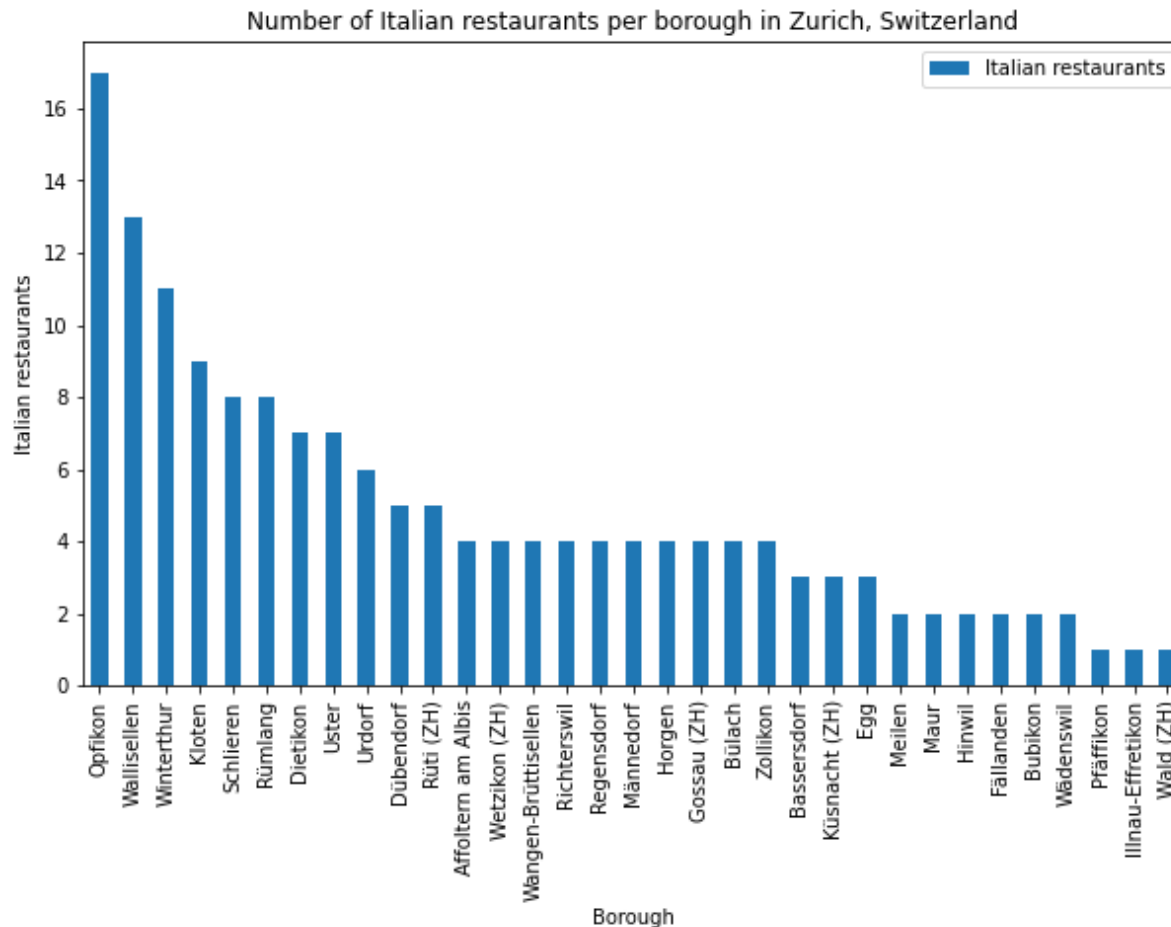
A radius of 2.5km was used to search for Italian restaurants



- The circles show the radius used to retrieve data from Foursquare
- Overlap of the radius was accepted, as restaurant were still in reach of people

Number of Italian restaurants per borough

Some boroughs were densely packed with Italian restaurants



- The distribution of Italian restaurants was very different for the boroughs
- Going forward, focus will be on the ones with few Italian restaurants

Top 5 boroughs

Overall, we have 16 Italian restaurants in the top 5 boroughs

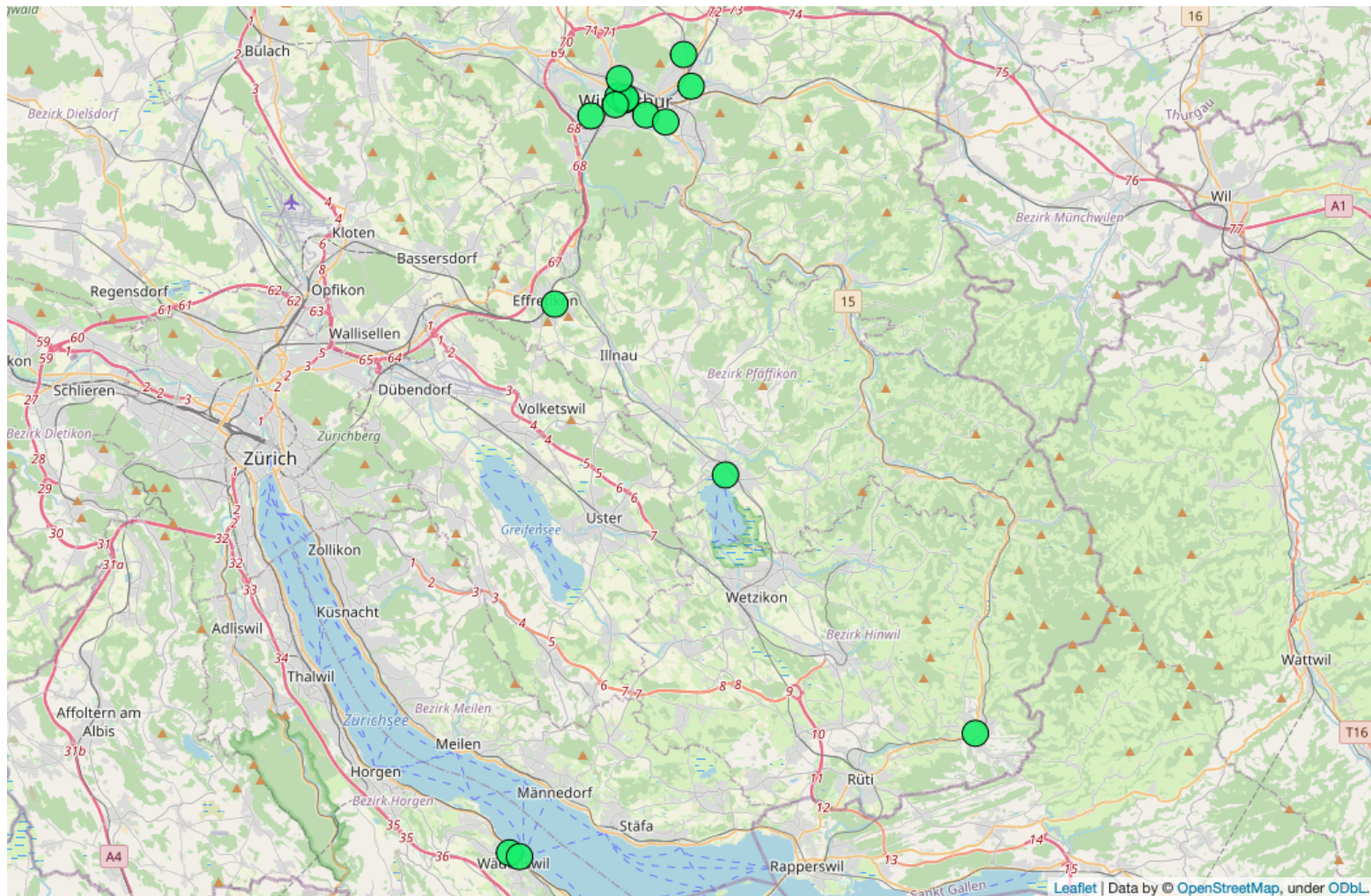
	Borough	Population 2018	Employed persons	Number of workplaces	Italian restaurants	Italian Restaurants per X people	Italian Restaurants per X workplaces
17	Illnau-Effretikon	17068	6822	1052	1.0	17068.000000	1052.000000
2	Wädenswil	24341	9624	1867	2.0	12170.500000	933.500000
22	Pfäffikon	11935	5674	811	1.0	11935.000000	811.000000
0	Winterthur	111851	71832	7927	11.0	10168.272727	720.636364
26	Wald (ZH)	9949	3521	676	1.0	9949.000000	676.000000

	Borough	Latitude	Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Winterthur	47.499503	8.737565	Molino	47.499554	8.727712	Italian Restaurant
1	Winterthur	47.499503	8.737565	Restaurant Al Giardino	47.494340	8.739810	Italian Restaurant
2	Winterthur	47.499503	8.737565	Cantinetta Bindella	47.499667	8.728742	Italian Restaurant
3	Winterthur	47.499503	8.737565	Santa Lucia	47.501045	8.725249	Italian Restaurant
4	Winterthur	47.499503	8.737565	La Pergola	47.500243	8.729235	Italian Restaurant
5	Winterthur	47.499503	8.737565	Ristorante La Torre	47.497981	8.723812	Italian Restaurant
6	Winterthur	47.499503	8.737565	San Remo	47.507193	8.725907	Italian Restaurant
7	Winterthur	47.499503	8.737565	Restaurant Gutschick	47.491842	8.750220	Italian Restaurant
8	Winterthur	47.499503	8.737565	Gerry's Bar	47.504525	8.763603	Italian Restaurant
9	Winterthur	47.499503	8.737565	La Vita	47.494019	8.710929	Italian Restaurant
10	Winterthur	47.499503	8.737565	Euro Pizza	47.515803	8.759626	Italian Restaurant
18	Wädenswil	47.211005	8.657193	Pizzeria Romantica	47.231575	8.668086	Italian Restaurant
19	Wädenswil	47.211005	8.657193	Gustav	47.230212	8.673345	Italian Restaurant
105	Illnau-Effretikon	47.430953	8.723401	Restaurant Rustica Effretikon ZH	47.427107	8.691886	Italian Restaurant
117	Pfäffikon	47.355366	8.794004	A Casa Di Luca	47.366308	8.781671	Italian Restaurant
134	Wald (ZH)	47.271079	8.922132	Salt & Pepper Restaurant	47.274221	8.913056	Italian Restaurant

- The Top 5 boroughs were chosen based on the number of Italian restaurants per residents

Distribution of Top 5 Italian restaurants

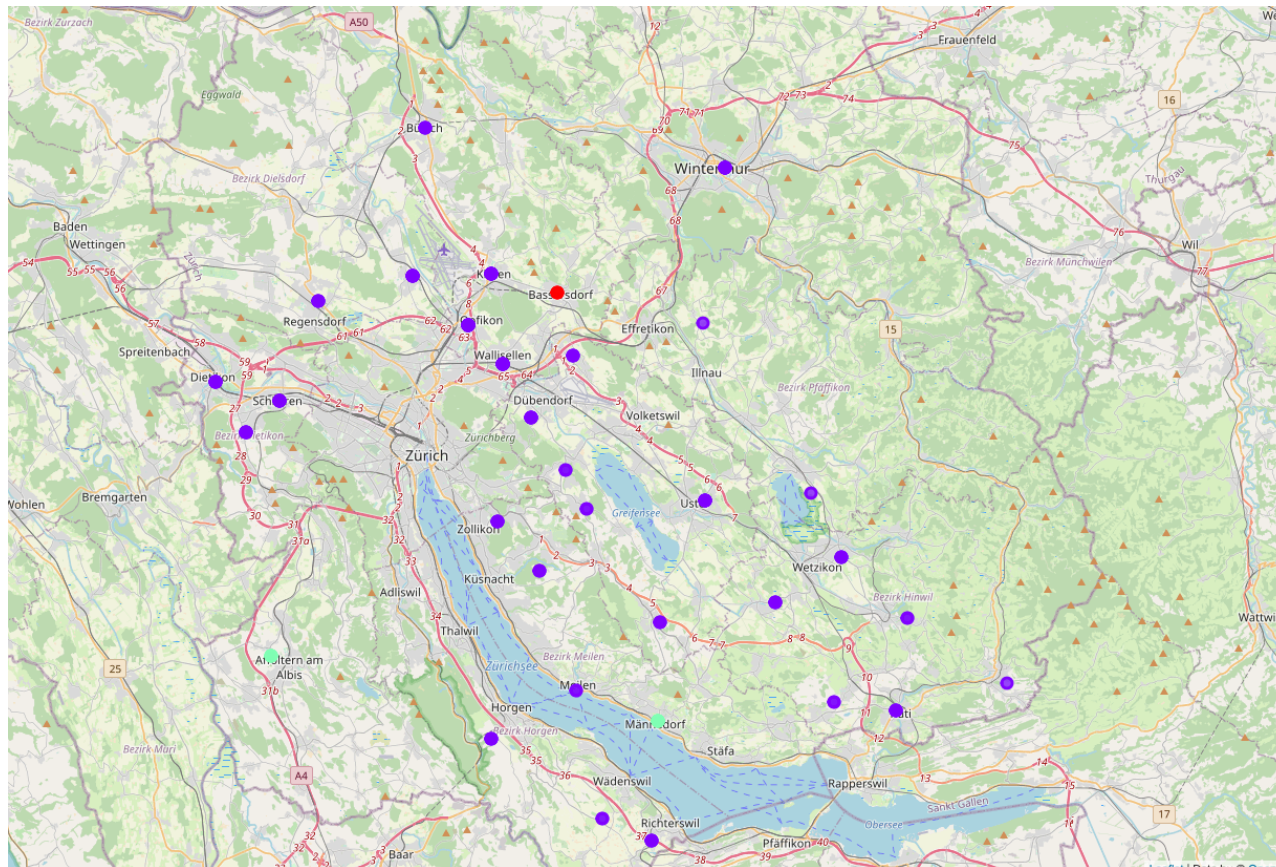
Some of the 16 restaurants have a nice location at the lake



- While there is a denser cluster of Italian restaurants in the borough of Winterthur, the other four boroughs are less packed

Clustering all venues for the 35 boroughs

Three clusters emerged, but were not conclusive



----Illnau-Effretikon----

	venue	freq
0	Restaurant	0.33
1	Supermarket	0.17
2	Swiss Restaurant	0.17
3	Café	0.17
4	Lounge	0.17

----Pfäffikon----

	venue	freq
0	Restaurant	0.13
1	Swiss Restaurant	0.13
2	Grocery Store	0.07
3	Train Station	0.07
4	Fast Food Restaurant	0.07

----Wald (ZH)----

	venue	freq
0	Restaurant	0.29
1	Bakery	0.14
2	Gas Station	0.14
3	Supermarket	0.14
4	Construction & Landscaping	0.14

----Winterthur----

	venue	freq
0	Café	0.09
1	Bar	0.08
2	Restaurant	0.07
3	Italian Restaurant	0.05
4	Supermarket	0.04

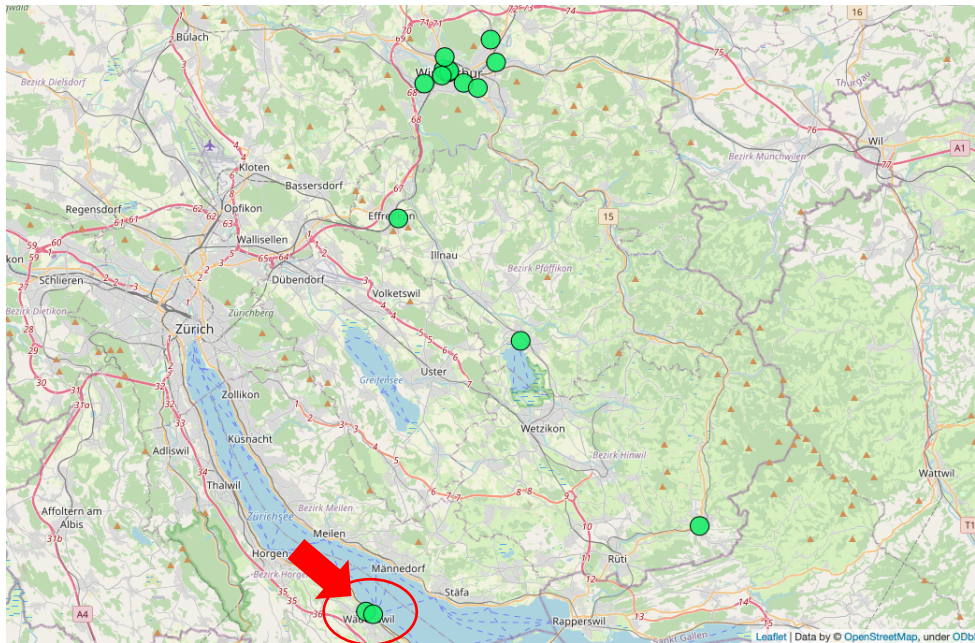
----Wädenswil----

	venue	freq
0	Supermarket	0.18
1	Hotel	0.18
2	Food Court	0.09
3	Fast Food Restaurant	0.09
4	Train Station	0.09

- As a comparison to the Top 5 boroughs based on Italian restaurants, I clustered the venues of all boroughs to see if any patterns emerge
- As no patterns emerged (nearly all boroughs are in the same cluster), I added frequency table for the top 5 venues of the Top 5 boroughs
- Wädenswil was on top, as it did not have a real restaurant in the top 5

Final results

Wädenswil emerged as the winner with two Italian restaurants



----Wädenswil----

	venue	freq
0	Supermarket	0.18
1	Hotel	0.18
2	Food Court	0.09
3	Fast Food Restaurant	0.09
4	Train Station	0.09

- The borough of Wädenswil is the winner of all the boroughs in the canton of Zurich: it has the 2nd-highest number of people per Italian restaurants and not a restaurant in the frequency table of the five most-represented venues (only fast food)
- The competitor restaurants are “Gustav” and “Pizzeria Romantica” with ratings of 4.7 and 4.3 on Google (no rating on Foursquare)

Conclusion and recommendation

Further research is recommended tofore taking a final decision

- The analysis shows, that of all the boroughs in the canton of Zurich, the borough of Wädenswil has high potential to open an Italian restaurant: the competition is low, the number of residents and local business is high and the location is convenient right next to the Lake of Zurich
- Based on the Google ratings, at least on of the locations (Pizzeria Romantica”) has room for improvement. This is something a new restaurant could built upon
- **Further “on site” and economical research** (e.g. looking for possible locations for a restaurant and tax rate vs. rent) **should be conducted** before taking a final decision