THE BATTLE OF NEIGHBORHOODS (WEEK 2)

IDENTIFYING THE
BEST POSSIBLE NEIGBORHOOD
FOR JOHN

Munich, 04th of June 2020

BUSINESS PROBLEM
GET TO KNOW JOHN

Hi, I am John. I am 27 years old **and need to find another place to life**, as my landloard needs my current appartment for himself.
I love my curent place, can you please help to find a similar one?

THINGS THAT JOHN LOVES TO HAVE IN HIS NEIGBORHOOD

PARK

COFFEE STORE

RESTAURANT

BAR

GROCERY STORE

REQUIRED DATA FOR THE ANALYSIS

DATA

WHAT DATA IS NEEDED

WHERE DOSE THE DATA COME FROM

1 **AVERAGE PRICE PER SQUARE METER** OF APPARTMENTS IN MUNICH

Analyse Prices across munich through web scrabing from this webpage
https://de.statista.com/statistik/daten/studie/260438/umfrage/mietpreise-in-muenchen-nach-bezirken/

2 **INFORMATION ABOUT THE VENUES** IN ALL BOROUGHS F MUNICH

Get information about boroughs through web scrabing from thiswebpage
https://www.muenchen.de/leben/service/postleitzahlen.html and Foursquare

ANALYSIS OF THE PRICE PER M² OF APARTMENTS IN MUNICH

Average Price per squaremeter

max: 22.3€/m²
min: 2.06 €/m²

Frequency in %

Price per squaremeter [€]
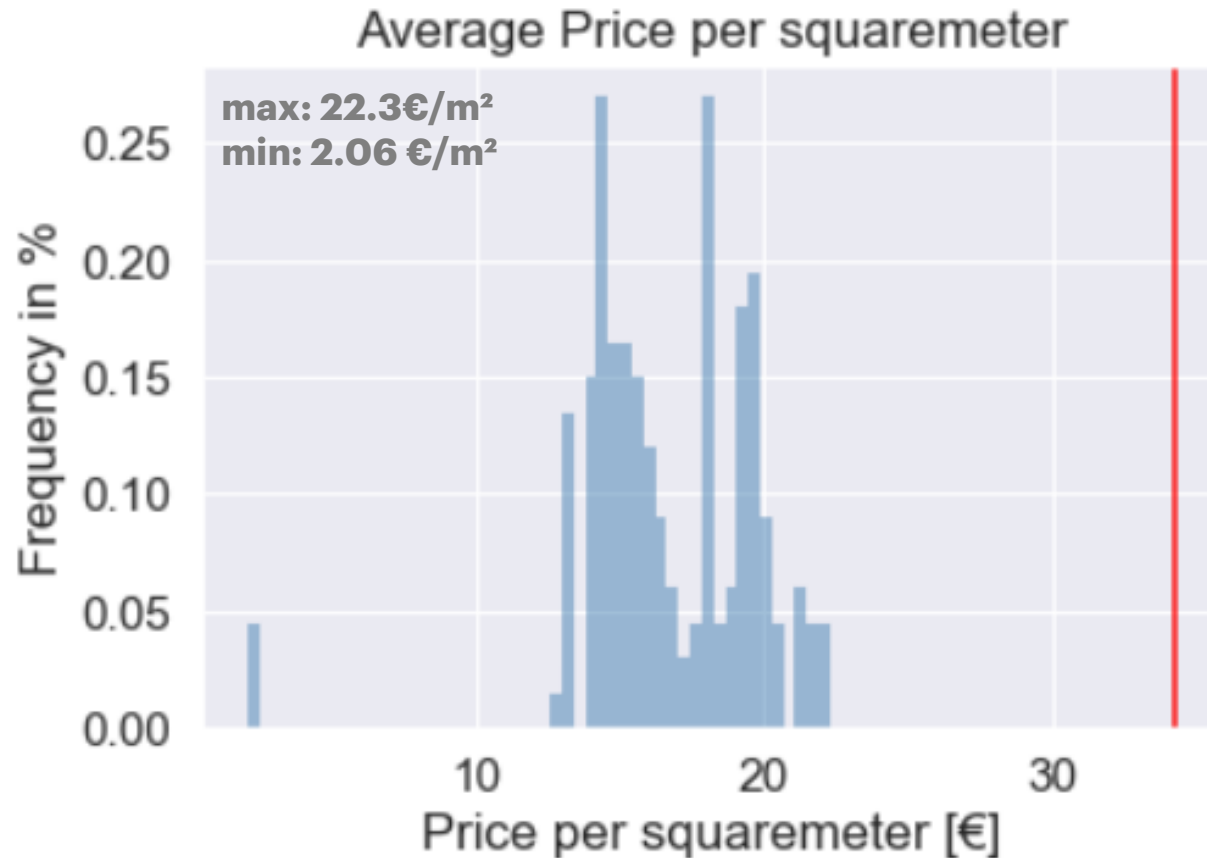
**Price per m²
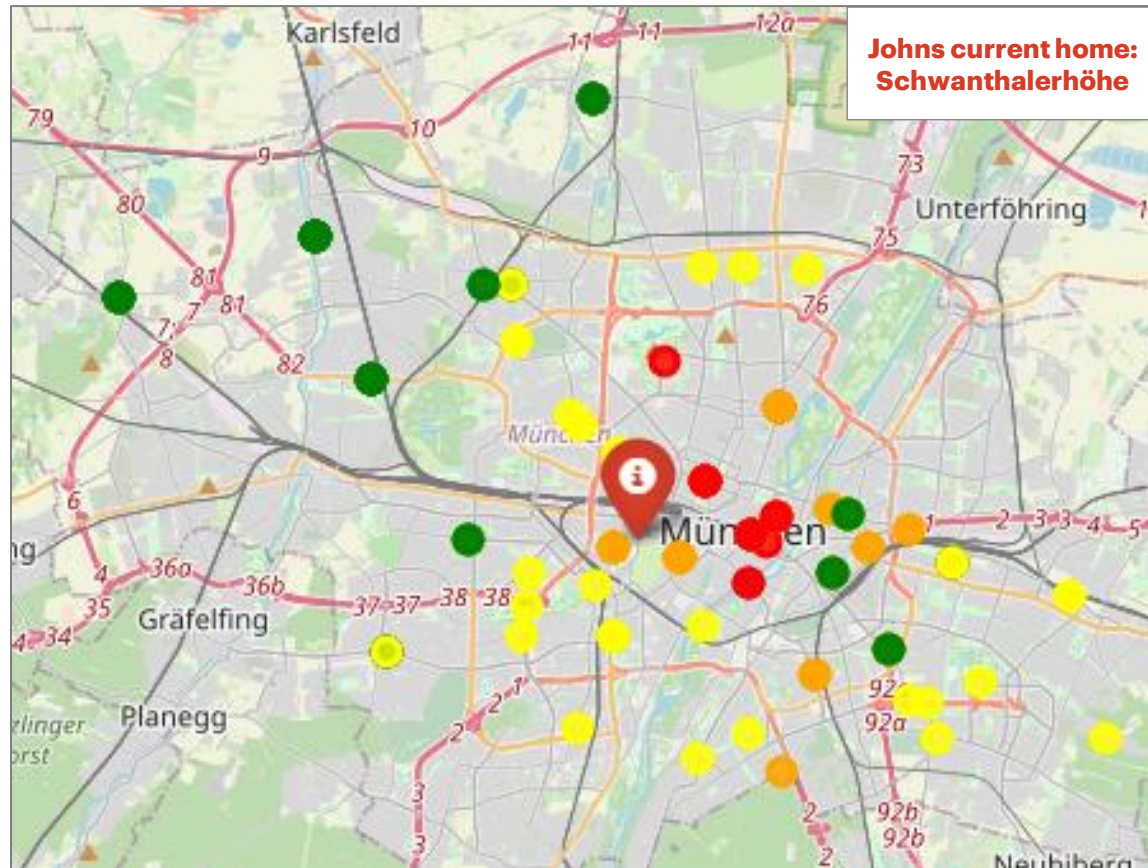of Johns current home**

JOHNS HOME HAS BY FAR THE **HIGHEST PRICE PER M²** COMPARED TO ALL OTHER BOROUGHS

?!

WHAT DOES THAT MEAN FOR JOHN

No matter where John is going to move, he will most likely find an apartment with lower price per m².

ANALYSIS OF THE PRICE DISTRIBUTION ACROSS THE BOROUGHS OF MUNICH

Johns current home: Schwanthalerhöhe

LEGEND

| Nr	Price range	color	#of boroughs	Nr	Price range	color	#of boroughs
1	(2.04, 4.59]	purple	3	5	(12.18, 14.71]	green	40
2	(4.59, 7.12]	blue	0	6	(14.71, 17.24]	yellow	49
3	(7.12, 9.65]	black	0	7	(17.24, 19.77]	orange	54
4	(9.65, 12.18]	brown	0	8	(19.77, 22.3]	red	19

> APPARTMENTS IN THE CENTER OF MUNICH (AROUND JOHNS HOME) TENT TO BE MORE EXPENSIVE

?! **WHAT DOES THAT MEAN FOR JOHN**

> If John would like to have a cheap apartment he needs to move away from the center of Munich.

ANALYSIS OF THE VENUE DISTRIBUTION ACROSS MUNICH

Johns current home: Schwanthalerhöhe
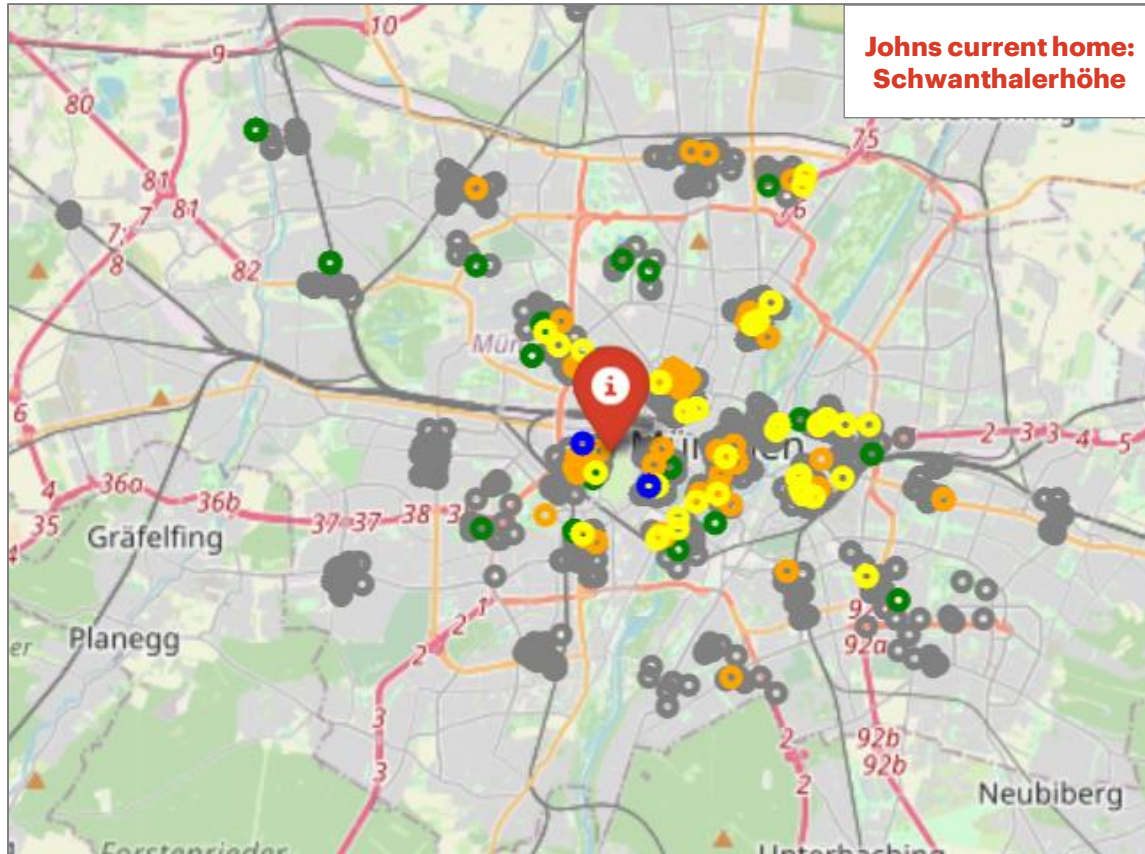
LEGEND

Nr	Venue	color
1	parks	green
2	coffee	orange
3	bar & restaurant	yellow
4	grocery	Blue
5	other	grey

AROUND JOHNS HOME ARE ALL VENUES OF INTEREST; OTHER PROMISING PLACES AVAILABLE

?!

WHAT DOES THAT MEAN FOR JOHN

Even though John lives in the perfect area to meet all of his requirements, there a a lot of other promising neigborhoods that do so as well.

BOROUGHS OF MUNICH WITH MOST OF THE VENES OF INTEREST

	Neighborhood	Bars	Parks	Cafés	Grocery Stores	Restaurants	FavoriteScore
Most promising boroughs	Au-Haidhausen	44	2	20	6	164	0.114286
	Ludwigsvorstadt-Isarvorstadt	25	9	26	7	152	0.106053
	Neuhausen-Nymphenburg	5	11	12	4	148	0.087167
	Schwanthalerhöhe	16	4	24	4	52	0.048426
	Untergiesing-Harlaching	4	1	4	1	18	0.013559

$$\frac{\sum \text{Venues in this borough}}{\sum \text{All venues}}$$

?! **WHAT DOES THAT MEAN FOR JOHN**

Based on the venues John likes the most, he should move to Au-Haidhausen, Ludwigsvorstadt-Isarvorstadt or Neuhausen-Nymphenburg

MOST COMMON VENUES IN THE BOROUGHS OF MUNICH

EXCEPT

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Allach-Untermenzing	Hotel	Sporting Goods Shop	Bakery	Trattoria/Osteria	Bus Stop
Altstadt-Lehel	Hotel	Coffee Shop	Plaza	Opera House	Department Store
Au-Haidhausen	Plaza	Bakery	Gourmet Shop	Ice Cream Shop	Pub
Aubing-Lochhausen-Langwied	Pharmacy	Bus Stop	Light Rail Station	Zoo Exhibit	Farm
Berg am Laim	Tram Station	Smoke Shop	Hotel	Gym / Fitness Center	Big Box Store
Bogenhausen	Bakery	Plaza	Gourmet Shop	Pool	Hotel
Feldmoching-Hasenbergl	Supermarket	Ice Cream Shop	Bakery	Plaza	Bus Stop
Hadern	Hotel	Bakery	ATM	Supermarket	Plaza
Laim	Pastry Shop	Gastropub	Bus Stop	Supermarket	Bank
Ludwigsvorstadt-Isarvorstadt	Hotel	Supermarket	Bakery	Pizza Place	Drugstore
Maxvorstadt	History Museum	Burger Joint	Art Museum	Hotel	Plaza
Milbertshofen-Am Hart	Bus Stop	Bakery	Plaza	Drugstore	Bank

?! **WHAT DOES THAT MEAN FOR JOHN**

John could explore all of the other boroughs based on the most common venues, before he makes a final decision

MOST COMMON VENUES IN THE BOROUGHS OF MUNICH

RESULTS

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Moosach	Bakery	Supermarket	Drugstore	Light Rail Station	Gastropub
Neuhausen-Nymphenburg	Bakery	Plaza	Ice Cream Shop	Pizza Place	Hotel
Obergiesing	Supermarket	Plaza	Pizza Place	Bakery	Shipping Store
Pasing-Obermenzing	Bakery	Hotel	Bus Stop	Athletics & Sports	Post Office
Ramersdorf-Perlach	Bus Stop	Bakery	Intersection	Pizza Place	Pet Store
Schwabing-Freimann	Trattoria/Osteria	Boutique	Ice Cream Shop	Hotel	Clothing Store
Schwabing-West	Trattoria/Osteria	Boutique	Ice Cream Shop	Gift Shop	Breakfast Spot
Schwanthalerhöhe	Burger Joint	Pizza Place	Bagel Shop	Pub	Tunnel
Sendling	Pharmacy	Athletics & Sports	Hotel	Pizza Place	Butcher
Sendling-Westpark	Bus Stop	Bakery	Drugstore	Coffee Shop	Pizza Place
Trudering-Riem	Gym / Fitness Center	Supermarket	Motel	Sandwich Place	Bus Stop
Untergiesing-Harlaching	Plaza	Soccer Field	Beach	Tram Station	Spa

?! **WHAT DOES THAT MEAN FOR JOHN**

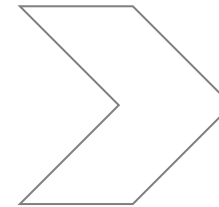**John could explore all of the other boroughs based on the most common venues, before he makes a final decision**

9

K-MEANS CLUSTERING IDENTIFIES MOST SIMILAR BOROUGHS TO JOHNS CURRENT ONE

Johns current home: Schwanthalerhöhe
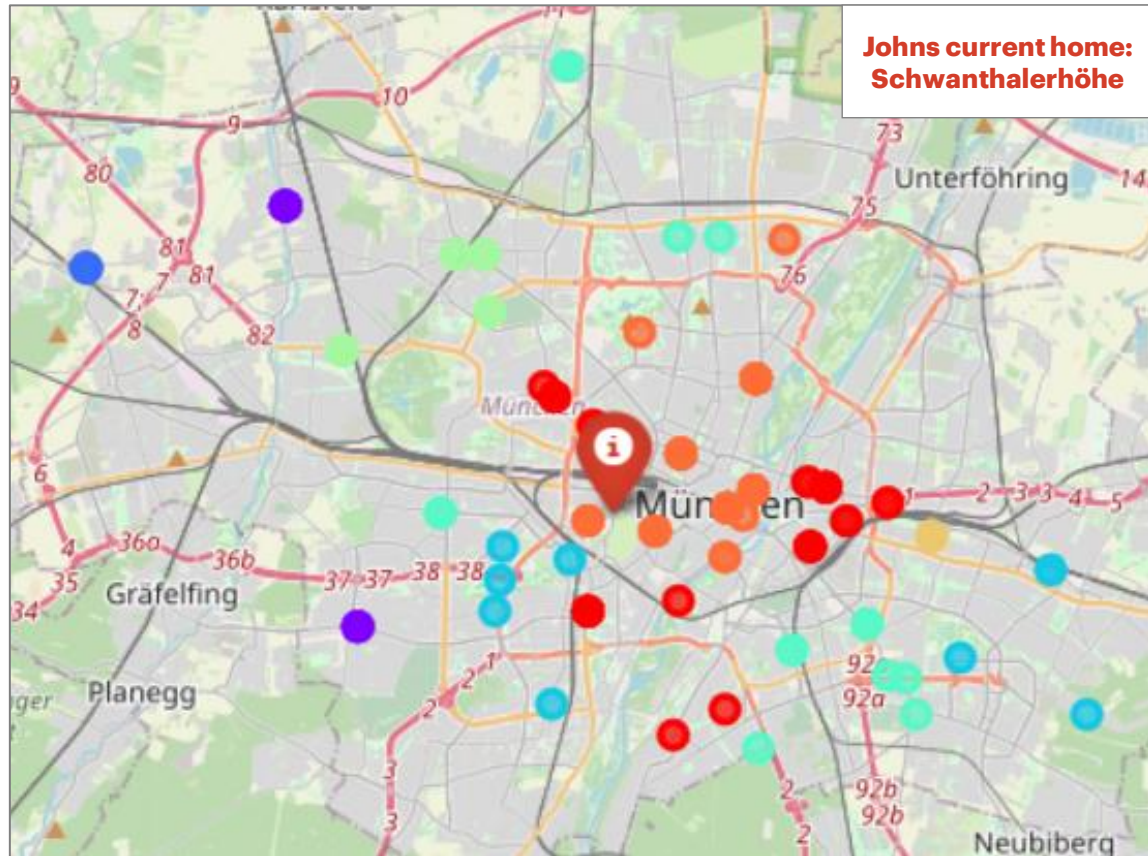
LEGEND

Boroughs that are most similar to Johns

Boroughs
Altstadt-Lehel
Maxvorstadt
Ludwigsvorstadt-Isarvorstadt
Schwabing-Freimann
Schwabing-West
Schwanthalerhöhe

THESE BOROUGHS ARE MOST SIMILAR TO JOHNS ACTUAL BOROUGH

?! **WHAT DOES THAT MEAN FOR JOHN**

John should move in one of the following boroughsAltstadt-Lehel, Maxvorstadt, Ludwigsvorstadt-Isarvorstadt, Schwabing-Freimann, Schwabing-West, Schwanthalerhöhe as they are most similar to his current one.

THE RECOMMENDATION FOR JOHN

RECOMMENDATION FROM

Average price per m² in Ludwigsvorstadt-Isarvorstadt

ANALYSIS 1	ANALYSIS 2
Neighborhood	**Boroughs**
Au-Haidhausen	Altstadt-Lehel
Neuhausen-Nymphenburg	Maxvorstadt
Ludwigsvorstadt-Isarvorstadt	Ludwigsvorstadt-Isarvorstadt
	Schwabing-Freimann
	Schwabing-West
	Schwanthalerhöhe

ONE MATCH
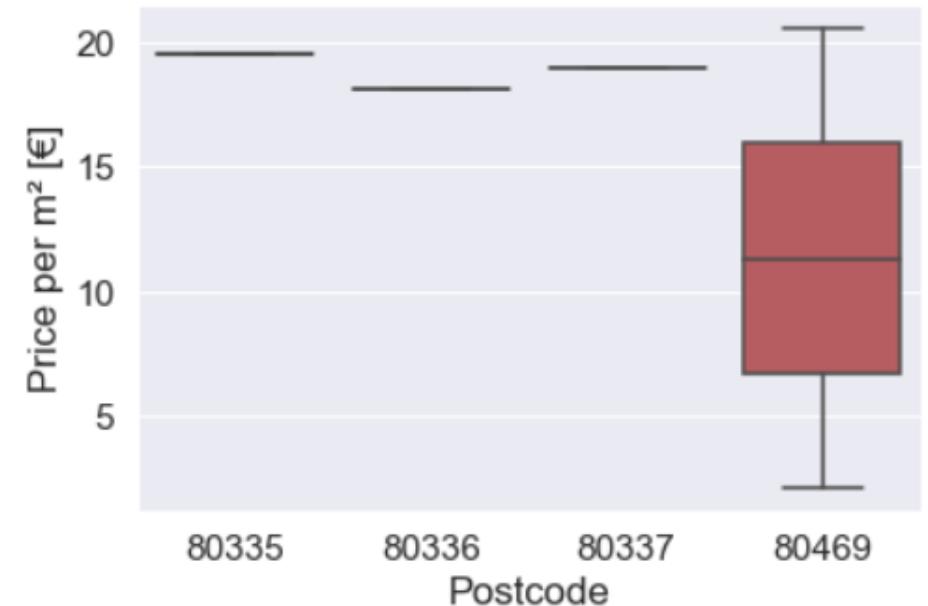
?! WHAT DOES THAT MEAN FOR JOHN

John should move to Ludwigsvorstadt-Isarvorstadt 80469, where he most likely will find the apartment with the cheapest price per m².