

# EXPLORING VENUES IN BERLINS NEIGHBORHOOD

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# RESEARCH QUESTION

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- Rising rental prices in Berlin > more and more people move to the suburbs
- Are there enough venues for the rising number of inhabitants in the suburbs of Berlin?
- Target Group:
  - People who want to open a venue and don't know where might be the right neighborhood
  - People who want to move to Berlin
  - Tourists who are looking for the right neighborhood to stay

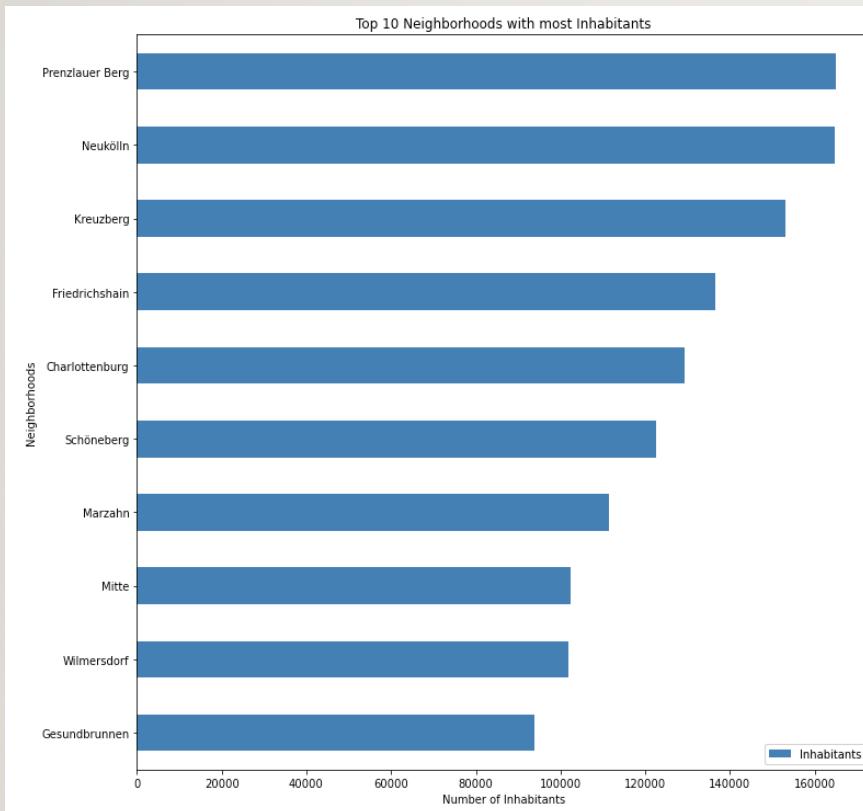
# DATA

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- I used the following data:
  - Number of inhabitants per neighborhood from wikipedia
  - Venues including the venue category for each neighborhood of Berlin from foursquare
  - Latitude and longitude for each neighborhood to mark the districts on the map
  - Area values for each neighborhood to make Choropleth maps

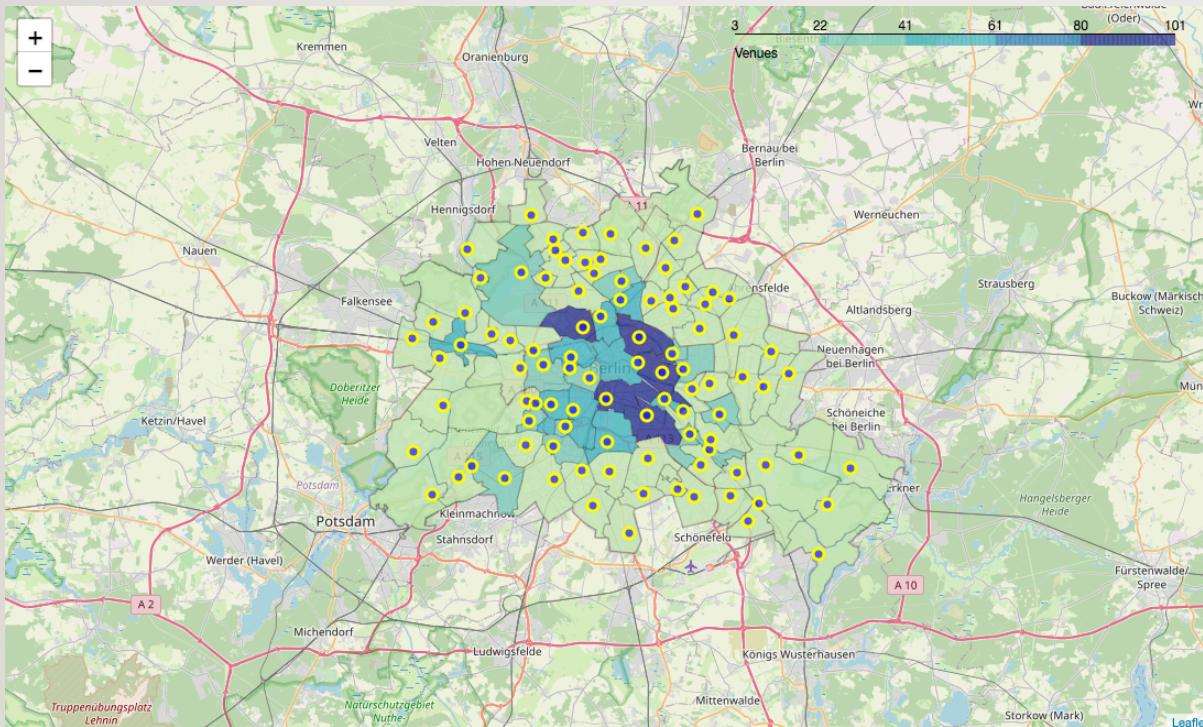
# RESULTS: EASTERN CITY CENTER HAS THE MOST INHABITANTS

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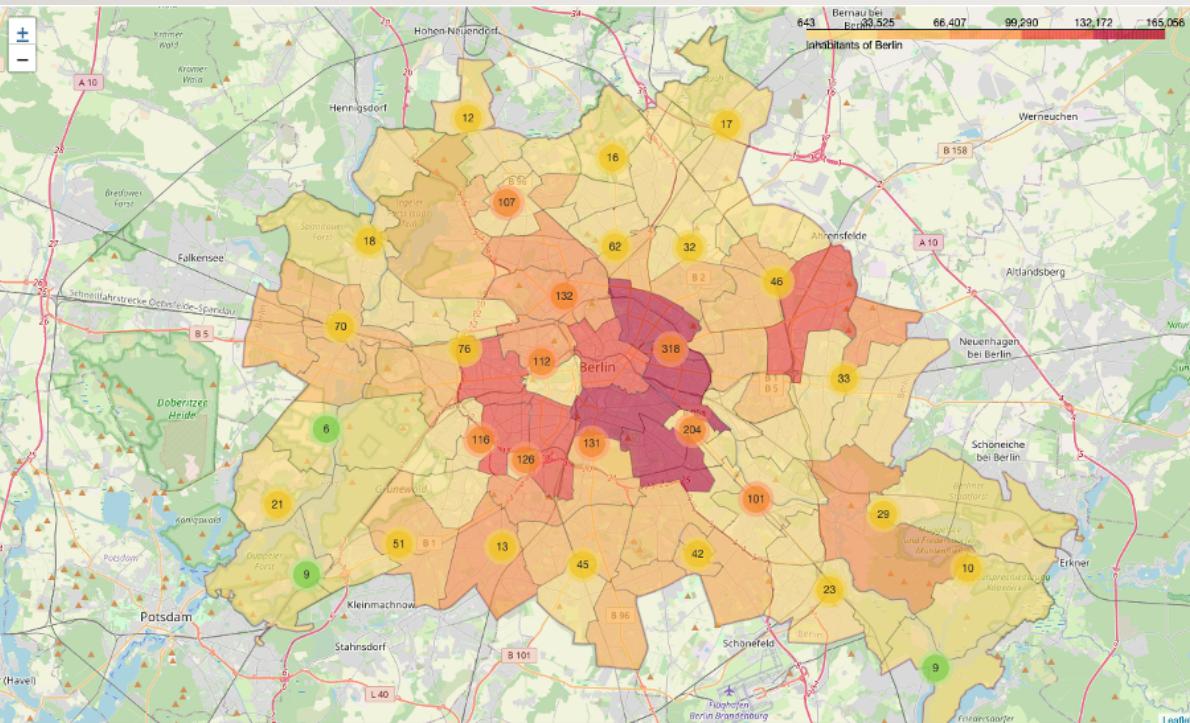
- Districts in the eastern city center like Prenzlauer Berg, Neukölln, Kreuzberg and Friedrichshain have the highest number of inhabitants, followed by Charlottenburg a neighborhood in the western city center.
- One suburb, Marzahn, is also included in the list.

# RESULTS: EASTERN CITY CENTER HAS HIGHEST NUMBER OF VENUES



- Neukölln, Kreuzberg, Friedrichshain, Prenzlauer Berg, as well as Wedding have the highest number of venues.
- There are also some suburbs like Spandau that have just as many venues as the center of Berlin (40-60).
- Also the northern suburb Tegel and the southern suburb Zehlendorf have more venues than other suburbs of Berlin (22-40).

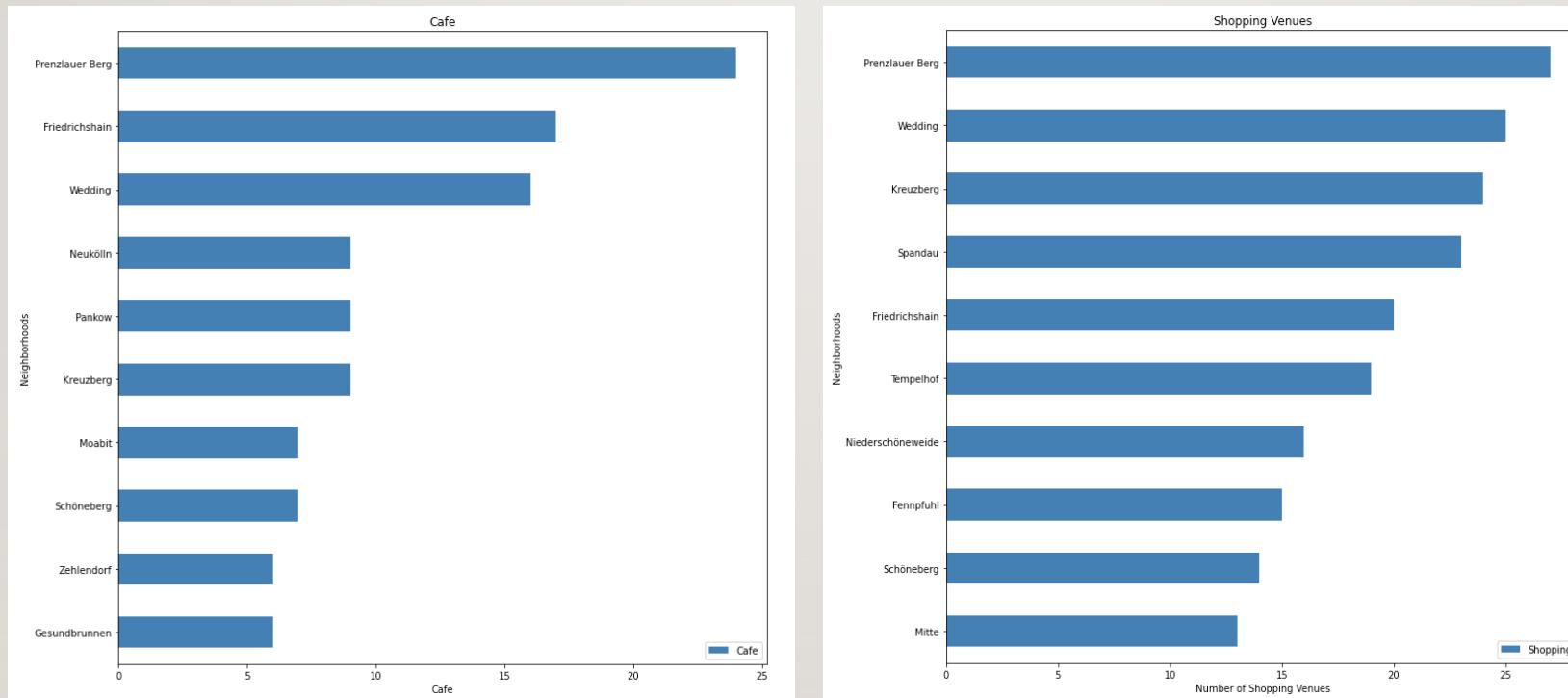
# RESULTS: MISSING VENUES IN THREE SUBURBS OF BERLIN



- We can see that Wedding, Friedrichshain, Prenzlauer Berg, Kreuzberg and Neukölln are the Neighborhoods with the highest number of venues.
  - However, districts like Marzahn, Köpenick or Lichtenfelde have quite a lot inhabitants but only few venues to go to.
  - Tegel has quite a few venues but not so many inhabitants. As Tegel airport has been closed only recently, there is quite a lot of potential for it to increase its inhabitants.

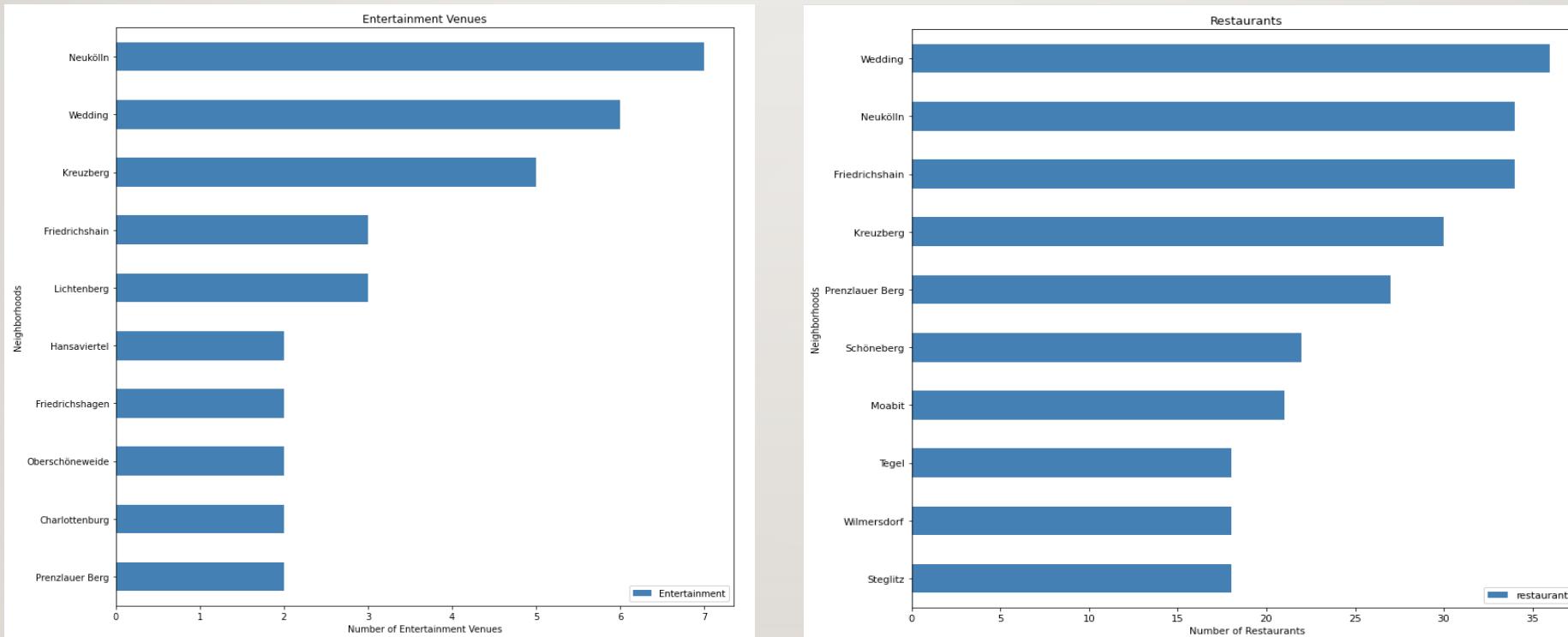
# RESULTS: EASTERN CITY CENTER AND WEDDING FOR CAFES AND SHOPPING

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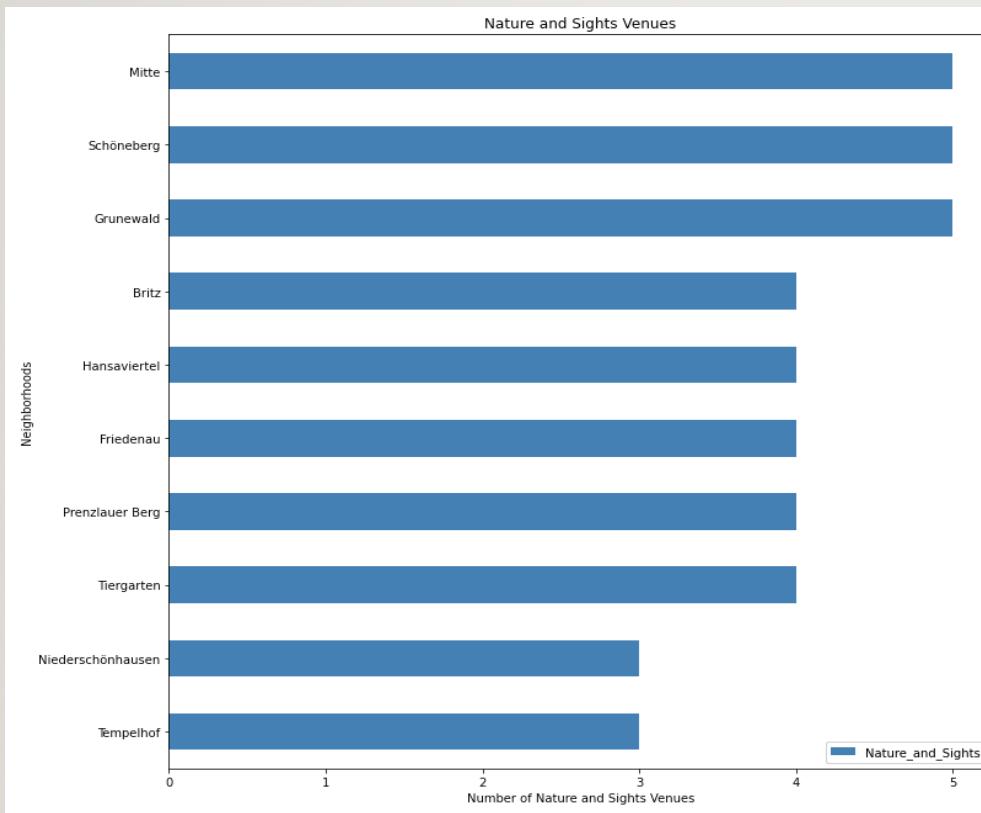
# RESULTS: EASTERN CITY CENTER AND WEDDING FOR ENTERTAINMENT AND RESTAURANTS

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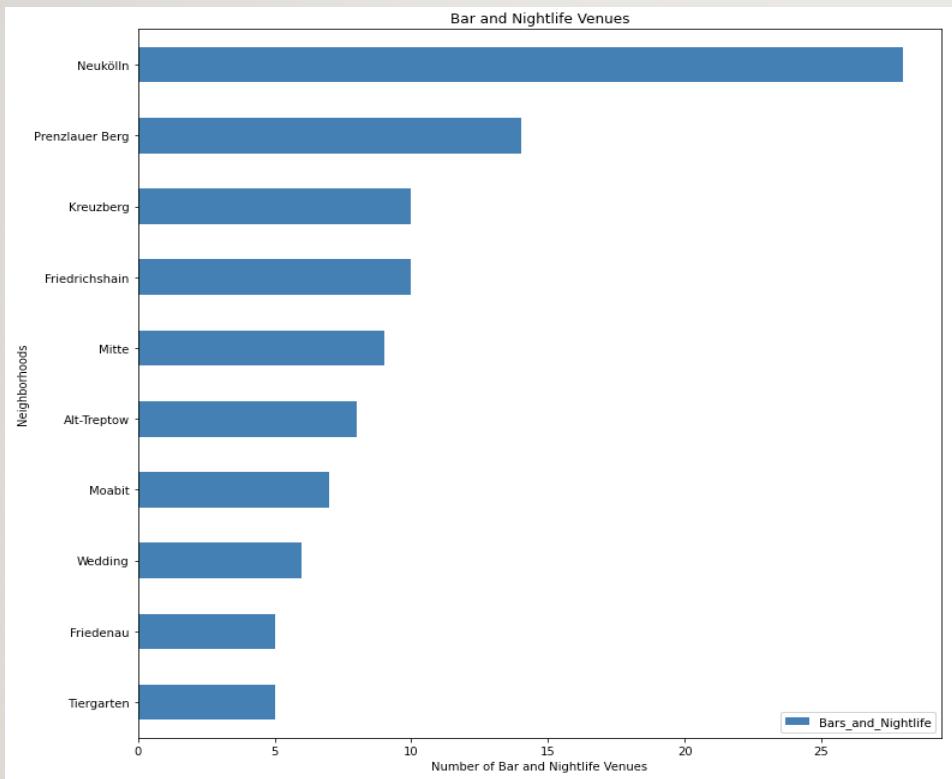
# RESULTS: NATURE AND SIGHTS IN MITTE, SCHÖNEBERG AND GRUNEWALD

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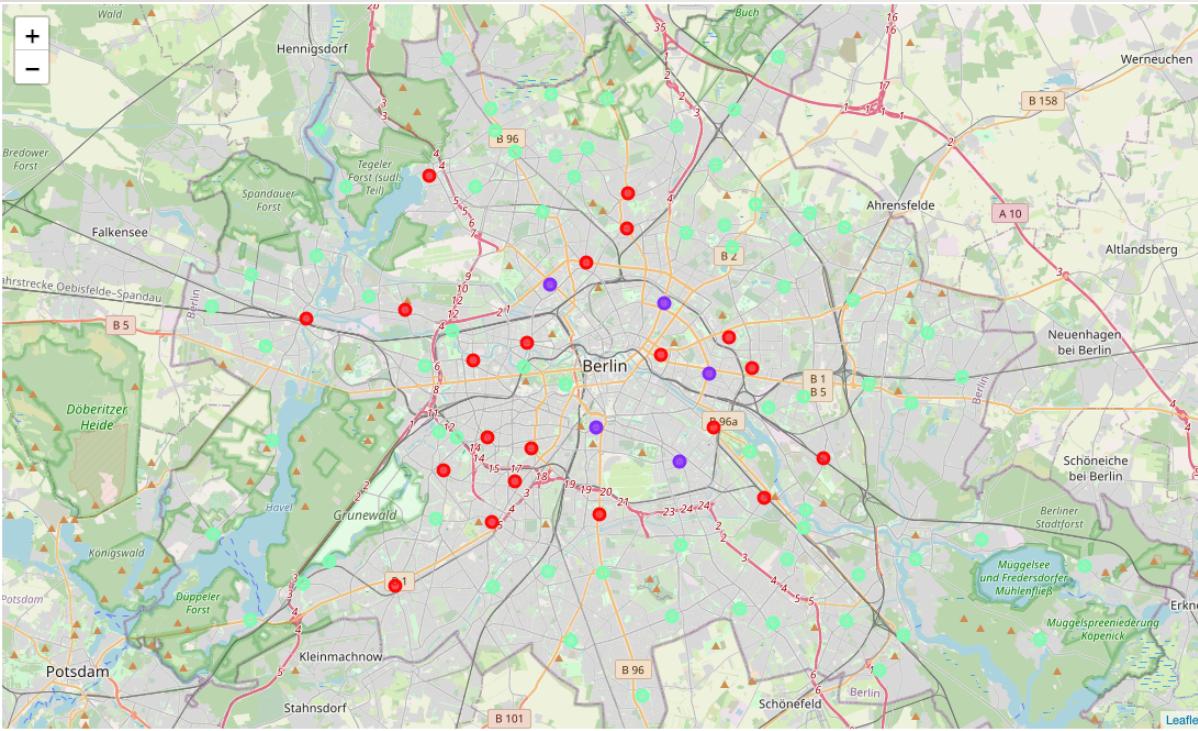
# RESULTS: NIGHTLIFE IN NEUKÖLLN

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# RESULTS: 3 CLUSTERS THAT ARE SIMILAR TO THE NUMBER OF VENUES TO BE FOUND IN THE DISTRICTS

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- The first cluster only includes the 4 neighborhoods that have the highest number of venues: Neukölln, Friedrichshain, Prenzlauer Berg, Kreuzberg and Wedding (purple). This area is most popular for its Cafes and Bars.
- The second cluster represents the districts that have many restaurants, cafes and supermarkets (red). These are in the outer skirts but closer to the center than the third cluster neighborhoods, except for Tegel, Spandau and Zehlendorf.
- The third cluster is more diverse and mainly includes suburbs of Berlin, only two city center districts are to be found in this cluster: Hansaviertel and Tiergarten (green). It has supermarkets as well as Playground, Shopping and Nature Reserves in it. These are also the districts with the fewest venues.

# CONCLUSION AND FUTURE DIRECTION

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- People who move to Berlin and like the action might want to move to the eastern center of Berlin or Wedding. This also seems the right place for people visiting Berlin.
- However, as the rental prices are quite high in these districts it might be worth checking out the surrounding districts or Tegel which has quite a lot of venues but not as many inhabitants yet.
- If one prefers nature and quiet, one might want to look for flats in Schöneberg and Grunewald.
- For people who want to open a venue, Marzahn, Köpenick and Lichtenfelde are the places where there are still some venues needed.
- Obviously more research needs to be done to figure out if people who live there are willing to pay for new venues and which venue type is still missing in these neighborhoods.