

Capstone Project – Restaurants in Kraków

The aim of the project is to find a good location to open a restaurant in the city of Kraków. In order for a restaurant to be profitable, there must be enough customers, and in order to have enough customers, it is not worth setting up a restaurant in the immediate proximity of existing ones. Let's also make sure that the audience knows that the location of the new restaurant has a significant impact on the expected returns.

Data

The data used to solve this problem is geolocation data collected from Foursquare. Adequate explanation and discussion of the data is the following. Data is a single dataframe, containing at least a location of the restaurant, with the location defined by lat, which stands for latitude, and lng, which stands for longitude. There are more data, but as the decision is based on the location of the restaurants on a map, the rest of the data is not strictly necessary.

	uid	name	food	address	postalcode	lat	lng
0	597cc55b6dcf041c42573b04	Pizzatopia	Pizza	Szewska 22	31-009	50.062943	19.933834
1	53e678c5498e35f10c8bcbfa	Bianca Pasta & Wine	Italian	Plac Mariacki 2	31-042	50.061899	19.939741
2	56377311498ea3a0bafc336c	Bonerowska Gourmet Steak & Fish	Steakhouse	Rynek Główny 42	31-013	50.062246	19.937987
3	4e6f50cb483bd41a3db4dfa4	MoaBurger	Burgers	Mikołajska 3	31-027	50.061306	19.941310
4	4b813ff5f964a520259c30e3	Café Camelot	Café	Świętego Tomasza 17	31-022	50.063098	19.939010
5	4facdb7fe5e83b277dae66de	Charlotte - Chleb i Wino	Café	Plac Szczepański 2	31-011	50.063455	19.935069
6	4c00dc18ceabb7138aef8752	Bunkier Café	Café	Plac Szczepański 3a	31-011	50.063577	19.934080
7	4be1a1a885670f474eae2bd7	Morskie Oko	Polish	Plac Szczepański 8	31-011	50.063814	19.935762
8	592005654940bc3f72327973	La Petite France	French	Szpitalna 20	31-024	50.062825	19.941311
9	53a1380f498e903f74523f65	Massolit Bakery & Cafe	Bakery	Smoleńsk 17	31-108	50.058975	19.930351

Obviously, much more data could be used to make the decision, as the kind of restaurants, but the aim of the project is to focus on the location.