



Battle of the Neighborhoods

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Introduction/Business Problem

- **Background**

- Copenhagen, Denmark, would appear to be an **interesting location to start a business** given the increased worldwide focus on sustainability and the city's aspiration to become the first carbon neutral capital in the world by 2025. Also it's consistently high rankings in quality of living surveys and Denmark's reputation as the happiest country in the world are attractive features. Finally, it also has a high GDP per capita and is ranked as one of the best countries for doing business.
- Investigating these issues quantitatively and pulling in additional data is important to confirm whether Copenhagen is indeed an attractive place to start a business and, more specifically, where in the city would be a good location to start a particular kind of business.

- **Problem statement**

- A number of **key questions need to be answered** for a future business owner to be feel comfortable investing, related to **future profitability** of the enterprise:
 - What are the demographic trends in Copenhagen (e.g. is the population expected to grow)?
 - What are the economic trends in Copenhagen (e.g. is economic growth likely)?
- Also investigating what particular **geographical area** would be of interest and what **type of business** to invest in would be important questions to answer.
 - What areas of the city would be attractive for investing in a business (e.g. proximity to major transport hubs)?
 - What types of business are interesting investment opportunities (e.g. there are few organic coffee shops in a area)?

- **Target audience**

- Investigating the problem stated above would to a **client who is interested in starting a new business** in Copenhagen, Denmark and would help this stakeholders answer whether they would like to invest in the city, and more specifically in what geographical area.

Data

- A number of data sources will be used to investigate the attractiveness of Copenhagen, Denmark as a place to invest
 - Scrape the Forbes "Best Countries for Business" webpage to build a dataframe with these features:
 - Rank, Name, GDP Growth, GDP per Capita, Trade Balance/GDP, Population
 - The website of Statistics Denmark has an open data portal that features a wide range of data:
 - Population projections by municipality, GDP and generation of income by region
- To investigate what particular geographical area would be of interest for starting a new business a
 - The Open Data DK data portal features extensive datasets covering Copenhagen
 - Traffic data spreadsheets, station location maps as .geojson files
 - Leverage the Foursquare location data to explore or compare neighborhoods
 - Use the Foursquare API to search for a specific type of venues around a location
 - Retrieve location data from the Foursquare API database