Determining optimum location of an Argentinian Restaurant in Amsterdam

MOTIVATION

- Argentina is going through a severe **economic crisis**, which means that more people are considering moving abroad

- **Global trends** suggest people spend a considerable amount of their income in social events like eating outside. Furthermore, they tend to look for new experiences like **foreign food**

- New **trade deal** between EU and some European countries (including Argentina) could potentially decrease price of raw materials (like Argentinian meat) which in turn could make the situation even more attractive.

DATA ACQUISITION AND CLEANING

- Neighborhoods, coordinates, number of habitants, distribution by age and by gender from claircitydata.cbs.nl

- Venues with location obtained using Foursquare API. The original dataframe contained 4659 rows and 7 columns

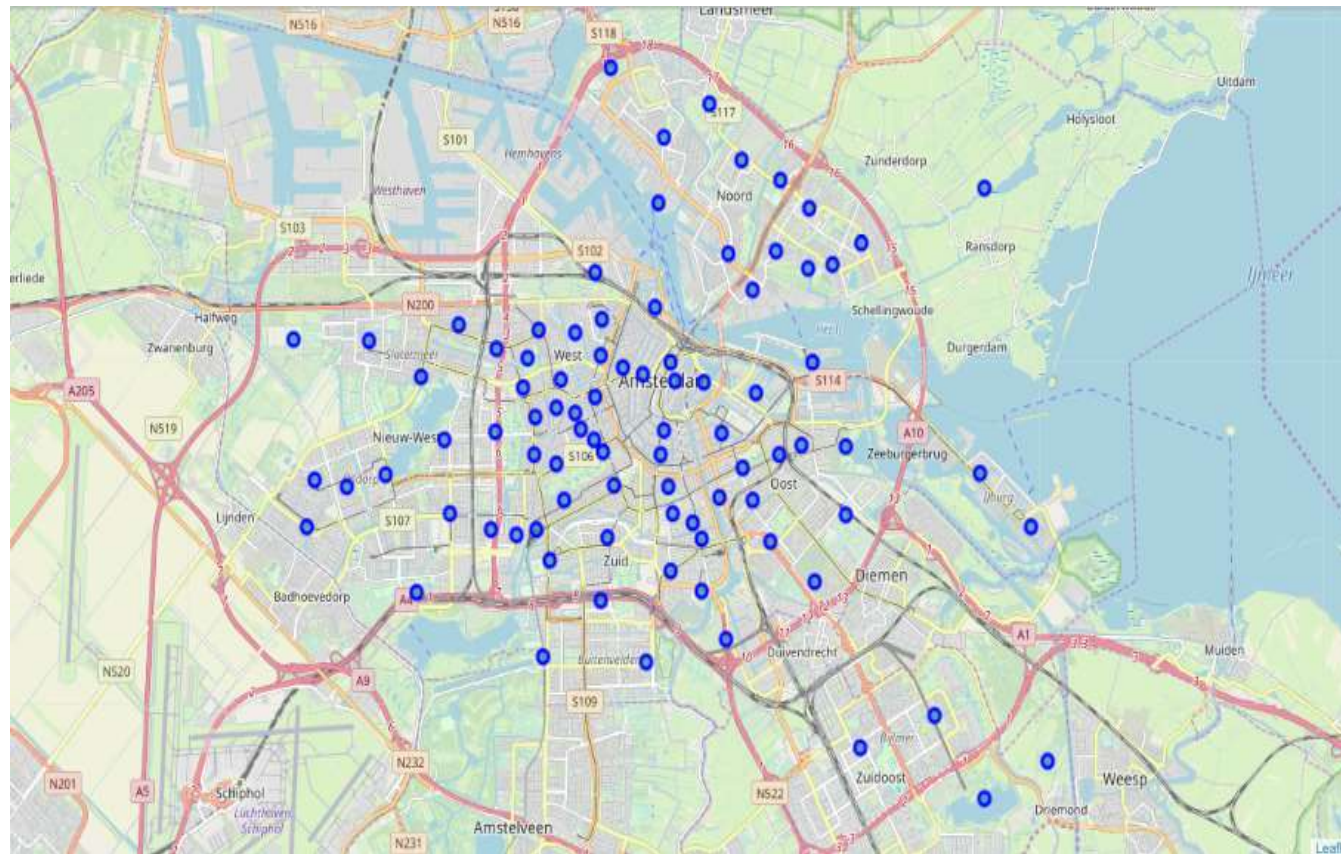- The cleaned dataset was composed of 89 rows and 255 columns
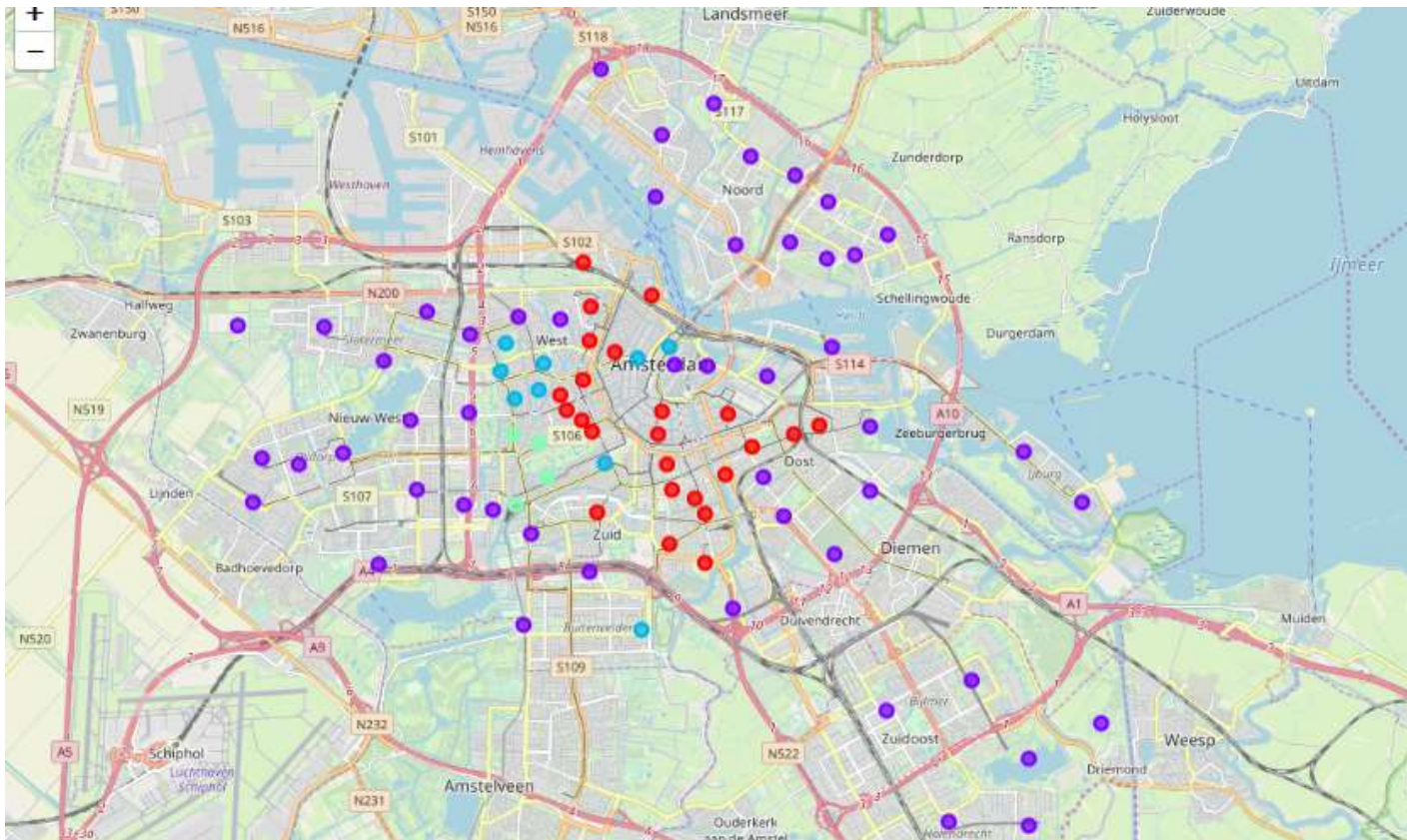
EXPLORATORY DATA ANALYSIS
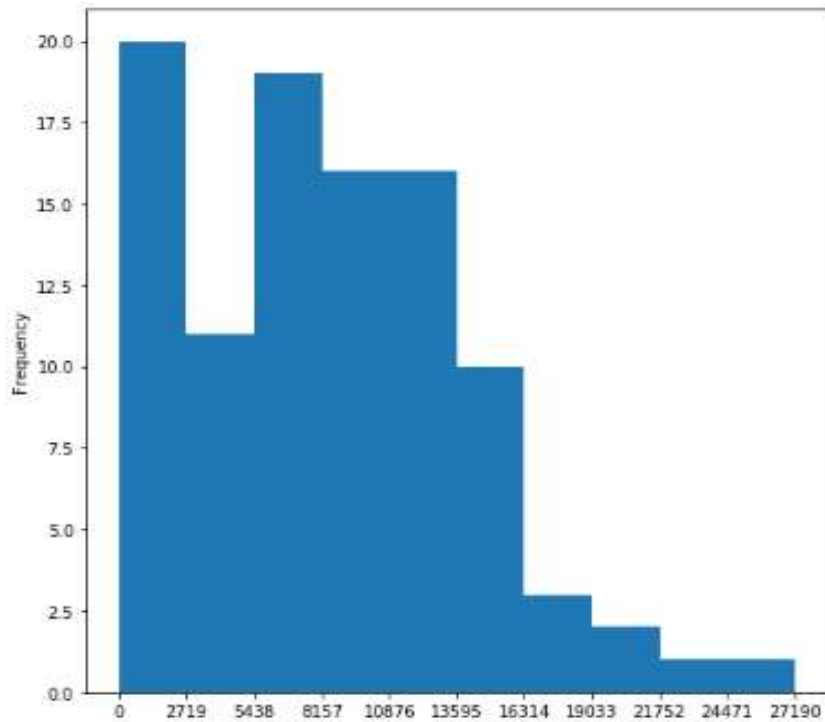
- Number of habitants - Removed neighborhoods with 0 habitants

EXPLORATORY DANA ANALYSIS (Cont.)

- Location of the 89 neighborhoods superimposed on top of an Amsterdam map

NEIGHBORHOOD SEGMENTATION

- Argentinian restaurants tend to be more successful in neighborhoods with high proportion of young people and not so many restaurants.

CONCLUSSION AND FUTURE DIRECTIONS

- There are a number of neighborhoods that belong to the same cluster than the one where the majority of Argentinian restaurants are located

- This suggests that many of them share similar characteristics and less competition, which make them attractive for locating a new restaurant.

- Further analysis could be made to understand better the determinant factors for such optimum location