

The Czech Capital vs The Second Biggest City

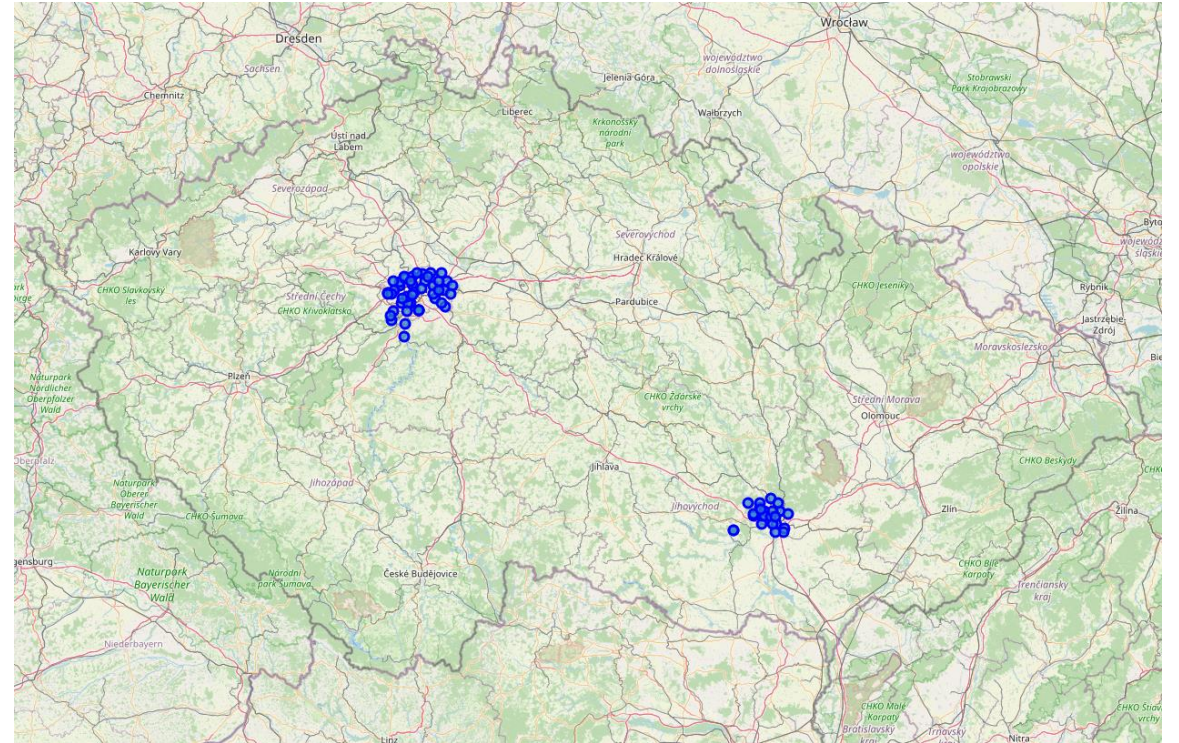
A venue analysis

Goal

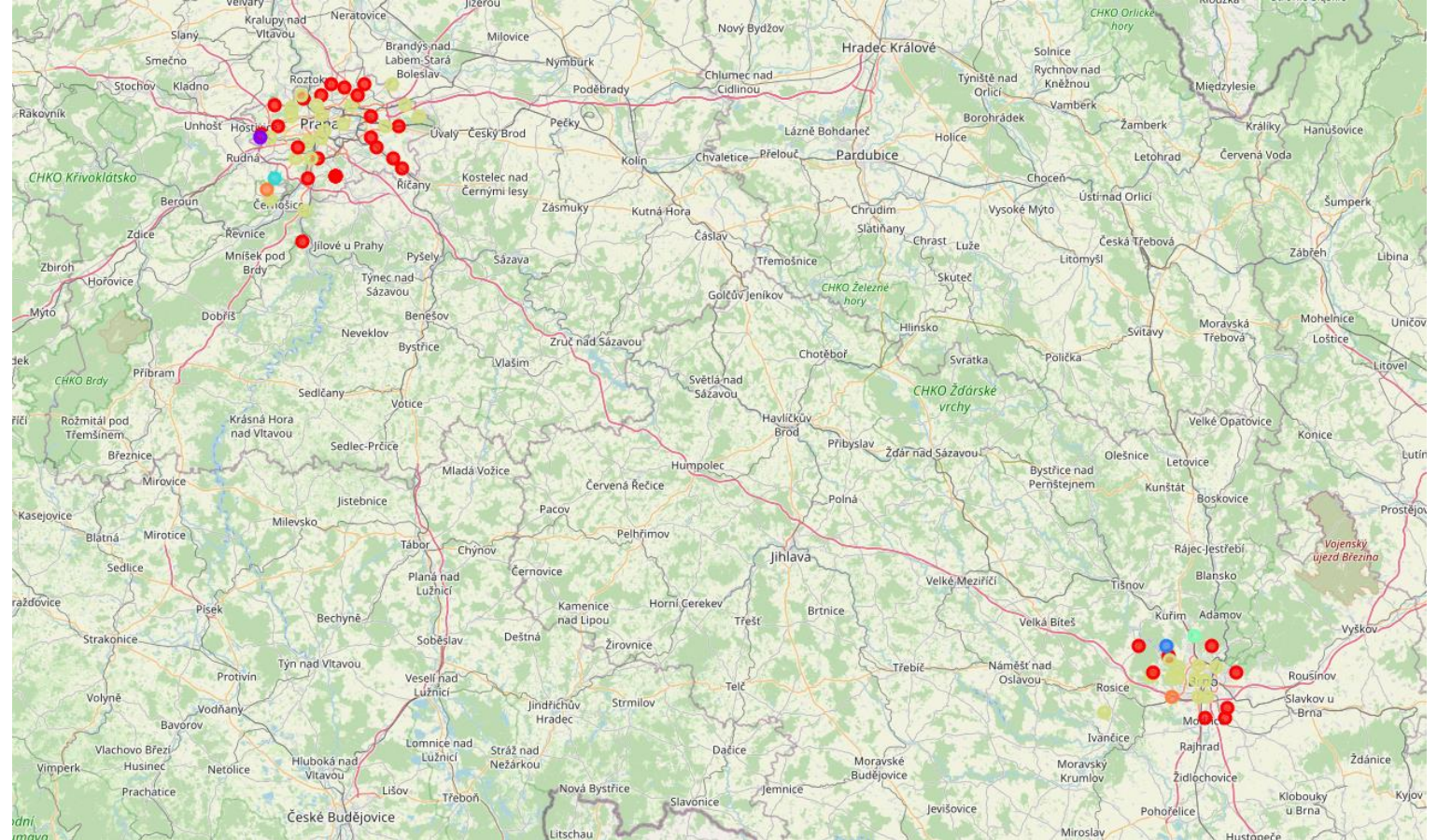
- Comparing two largest Czech cities
 - Both have different feeling to themselves
- Find differences between the venue types there
- Find opportunities for investors to open new venues

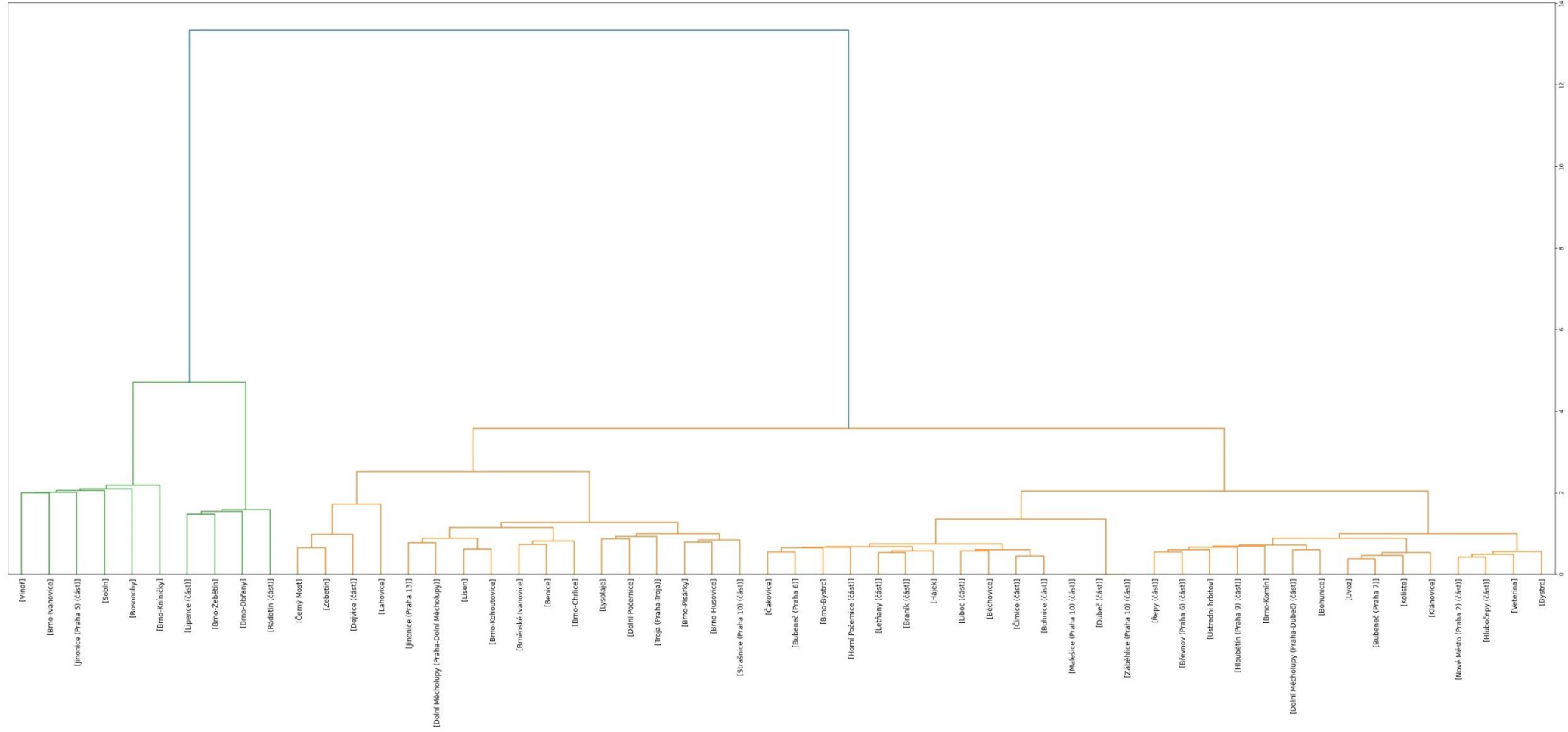
Data and cleaning

- Neighborhoods with their postal codes
 - Duplicates were deleted
- Geographical data based on those postal codes
 - Poorly placed data were deleted
 - 72 observations – 24 from Brno and 48 from Prague
- Foursquare venues based on geolocation and a diameter
 - 585 venues
 - 165 unique categories



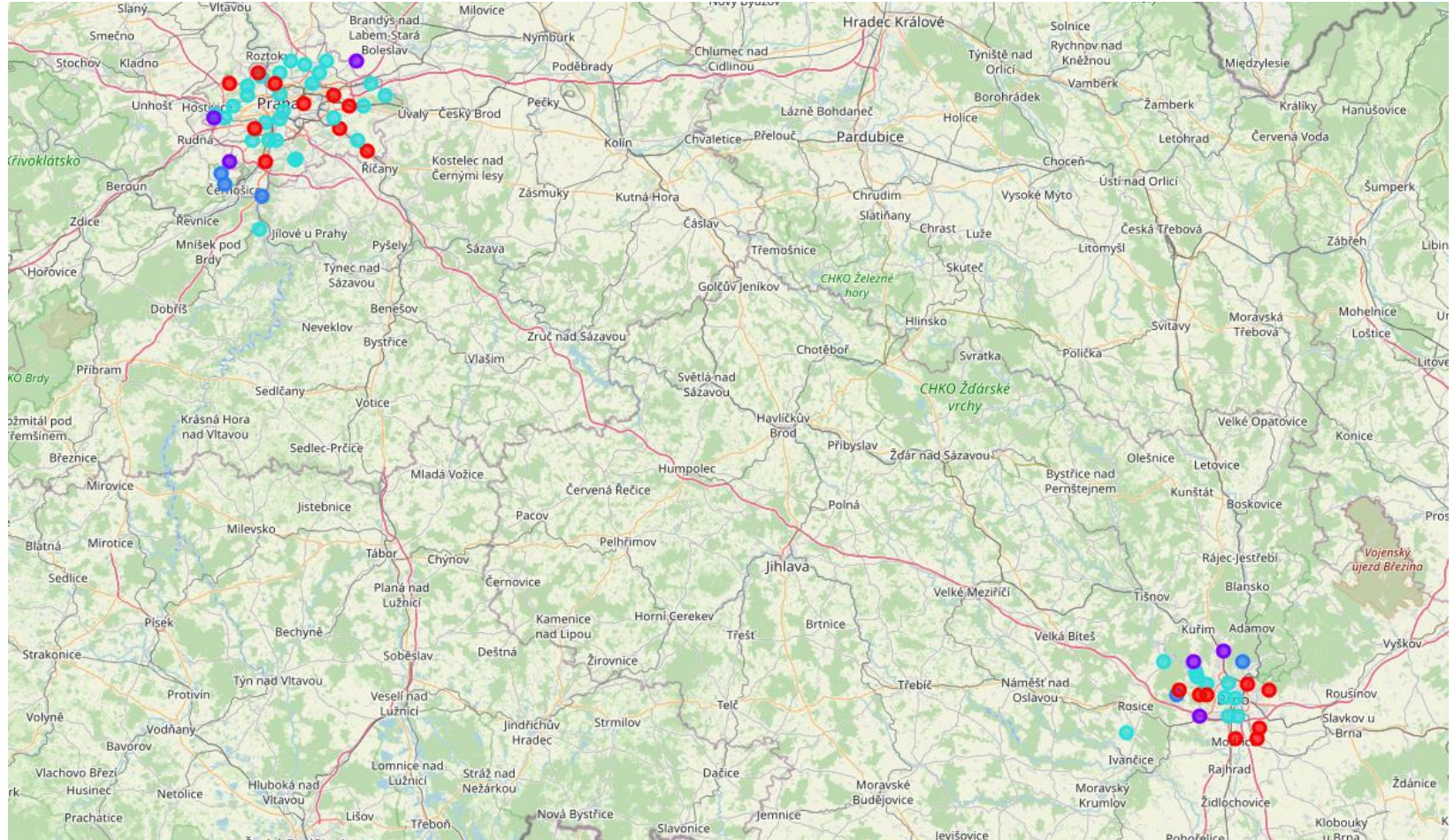
K-means clustering





Dendrogram

Hierarchical clustering



Conclusion and limitations

- Prominent clusters in both cases were based on location within the city
- Similar cluster system in both Brno and Prague
- Limitations
 - Imperfect geolocation of both cities, especially of Brno
 - Too broad venue type