

Capstone project – The Czech Capital vs The Second Biggest City

Introduction

In this project two biggest Czech cities will be compared. Prague, the capital with over one million inhabitants, is supposed to be an international metropolitan city. Venues there should be numerous, often large with global appeal.

Brno is the second biggest city in Czechia with over 375 000 inhabitants. It is in the east-south region in the middle of winery region. In nature, it should be calmer and friendlier, big student community has a noticeable impact on Brno's culture. Venues there are usually smaller and more alternative.

The main reason to open a place in Prague is its size and international environment. On the other hand, experimental bars and other places tend to open often in Brno, because it is big enough to find an audience but small enough to spread the word.

With such different advantages and specifics to both cities, it is interesting to see if clustering finds differences between those two cities. If there indeed is a different structure of venues, an entrepreneur might consider the cities' spirits and preferences when opening a new establishment.

This project has two audience groups in mind. Firstly, there is a little ongoing internal war between the capital and Brno about which city is better. In this analysis, I would like to address differences found. Second audience are investors. If there are notable differences between those two cities, one should consider if their plan fits into the vibe of the city or if it is the project the neighbourhood was missing all along.