* lTutaj tylko powiem jaki jest tytuł mojej prezentacji
* Lets start with a tind of broad statement “Berlin is growing”
* Over the past decade the city’s population has been on a rise, the percentage of non-German residents has grown
* from 16%
* to 25%. 1/4 of Berlin today is holding a foregin passport. **This change shows not only growth but also cultural diversity, which is reflected in the city's restaurant scene. Let’s explore this by looking on spread of restaurants across neighbourhoods?**
* **To better understand where the true culinary hotspots are, we need to shift our focus from raw numbers to density—restaurants per resident**
* "This scatter plot brings our findings together, highlighting Kreuzberg, Charlottenburg, and Mitte as standout districts by a landslide**. Their high restaurant density and accessibility make them prime candidates for further exploration.** But we also clearly see that Schoneberg and Pankow are also stand out together."
* Now that we’ve seen where restaurants thrive
* #1
* #2
* #3
* This tree map shows You the percentage of every cuisine
* now one more question I wanted to explore are cuisines where migrants are?
* Lets take a look at some maps. The bottom row represents the population and the top row suggests the number of restaurants. The more intense colour the bigger the number. **While these cuisines don’t always perfectly overlap with the locations of their communities, they tend to cluster in similar geographic directions.**
* that brings us to the history of Anna. Anna, our hypothetical client, dreams of opening a Greek restaurant. She’s new in Berlin. She doesn’t know the city well.
* Based on what we already established
* we pick those 5 hot spot neighbourhoods
* here is the population of Greeks by neighbourhoods
* if we overlay those 5 neighbourhoods on a map and see that the greek population concentrates on the more southern part of town
* we can eliminate Pankow
* even further if we remember the tree mep
* **greek restaurants represent arount 3% of restaurants in the entire Berlin**
* If we take a look at the statistics for the 4 neighbourhoods that we picked we can see that bla bla b la
* so in those 2 neighbourhoods we have to be **prepared for bigger competition"**Of course there are so many additional factors like
* hotspots with exising restaurants,
* transportation,
* accessibility for parking spaces. **The goal of this analysis isn’t to pinpoint a single location but to provide a framework for making informed, data-driven decisions. By considering demographics, restaurant density, and infrastructure, we can make decision making that much easier and help**
* make Anna’s dream come true."
* Thank You