



The Possibility to open a New Restaurant in Helsinki

It is a big decision to open a Restaurant in Helsinki

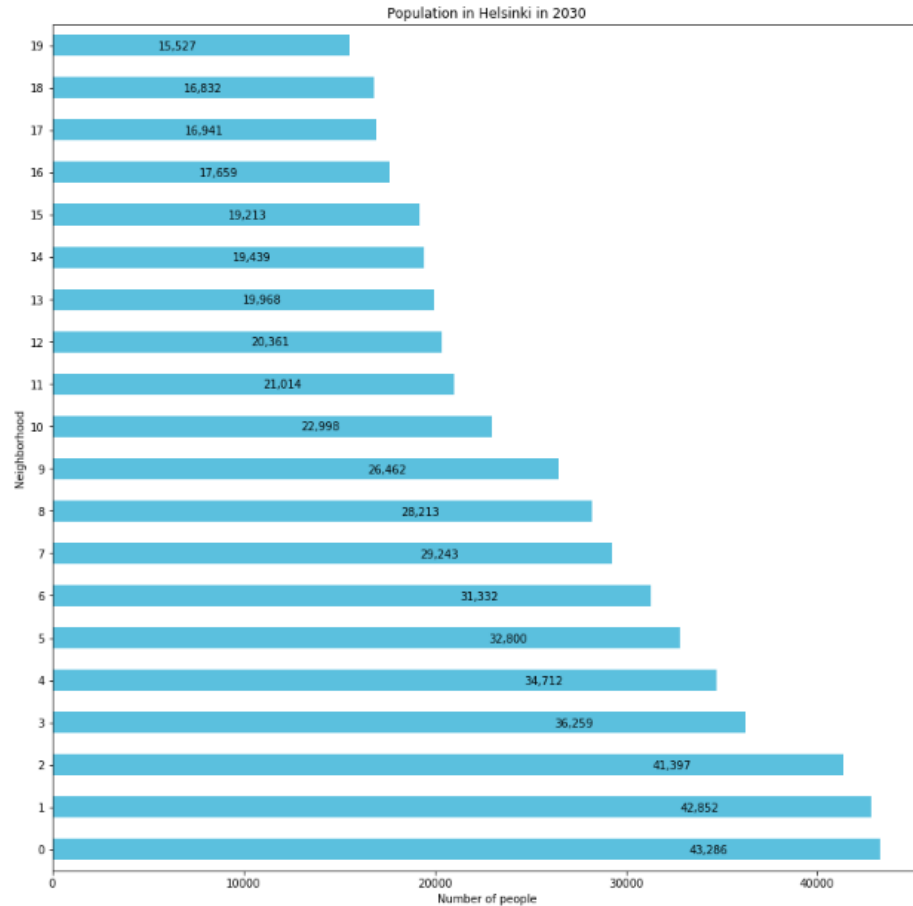
The minimum success criterias are:

- The restaurant should be in a neighborhood where population will grow at least 10000 inhabitants until year 2030
- Not too many competitors in the same neighborhood at this time
- If the transport connections are good would also help.

Data needed

- List of Helsinki neighborhoods
- Geolocator to get coordinates of neighborhoods.
- A table where is the Helsinki population growth from year 2019 to year 2030
- The explore function is used to get the most common venue categories in each neighborhood of Helsinki
- Clustering neighborhoods is used to give similarity information
- Top venue categories in neighborhoods
- The amount of competitors

How to do the analysis



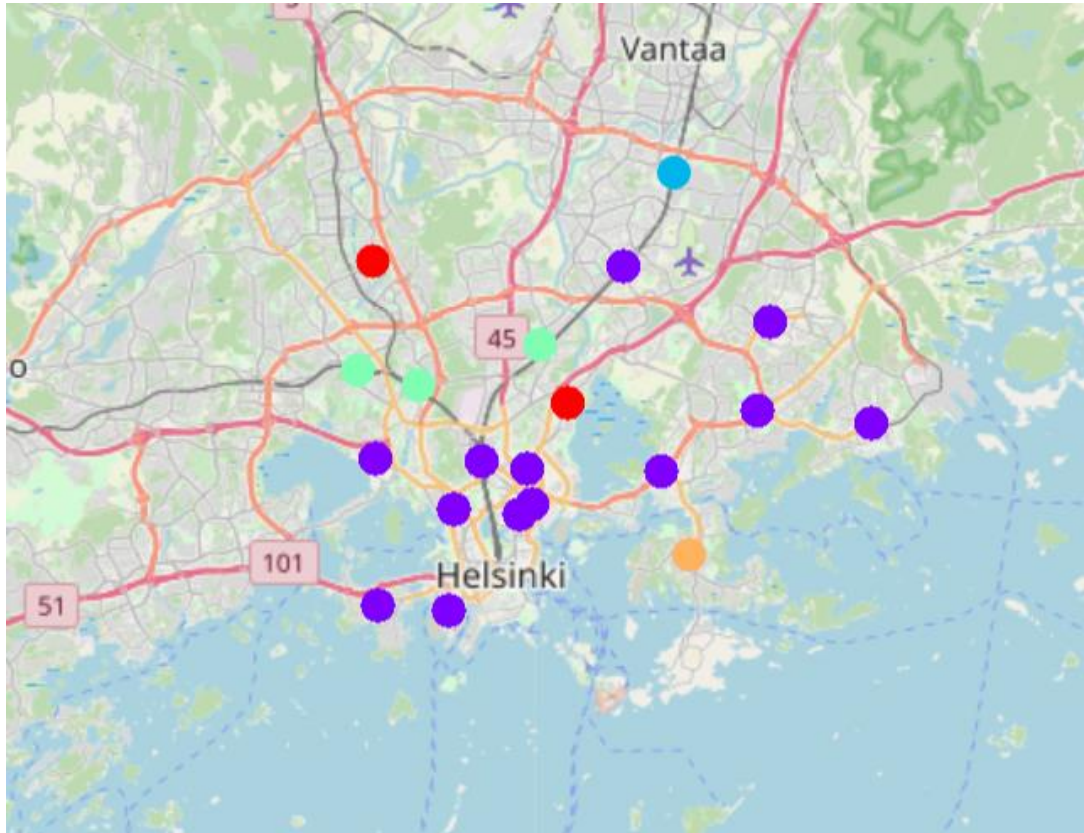
- The population difference is big between Helsinki neighborhoods in 2030.

How to do the analysis

	Neighborhood	lat	lng	2019	2030	percent	Growth
77	Vuosaari	60.208348	25.143554	38823	43286	1.114958	4463
10	Kallio	60.183982	24.952451	29934	42852	1.431549	12918
67	Mellunkylä	60.235965	25.089218	39167	41397	1.056936	2230
42	Kaarela	60.251866	24.873085	28874	36259	1.255766	7385
51	Malmi	55.605293	13.000157	29374	34712	1.181725	5338
60	Herttoniemi	60.195525	25.029063	28884	32800	1.135577	3916
70	Laajasalo	60.173205	25.044920	20015	31332	1.565426	11317
32	Vanhakaupunki	31.778287	35.231953	25420	29243	1.150393	3823
35	Haaga	60.218426	24.897974	27682	28213	1.019182	531
39	Lauttasaari	60.159369	24.875304	24394	26462	1.084775	2068
8	Sörnäinen	60.183885	24.964409	10179	22998	2.259358	12819
63	Vartiokylä	60.211956	25.081441	22350	21014	0.940224	-1336

- We calculate the percentage and sum of the population growth
- Only the largest increases are taken into account

How to do the analysis



- The neighborhoods were clustered into 5 clusters by k-means and the values and a map is produced

How to do the analysis

	Neighborhood	2030	Growth	Competitors	Customers/Venue	Assessment
0	Vuosaari	43286	4463	1	43k	Potential location
1	Kallio	42852	12918	7	6k	Too many competitors
2	Mellunkylä	41397	2230	7	6k	Too many competitors
3	Kaarela	36259	7385	0	inf	Potential location
4	Malmi	34712	5338	4	9k	Potential location
5	Herttoniemi	32800	3916	4	8k	Potential location
6	Laajasalo	31332	11317	0	inf	Best location
7	Vanhakaupunki	29243	3823	6	5k	Too many competitors
8	Haaga	28213	531	1	28k	Potential location
9	Lauttasaari	26462	2068	4	7k	Potential location
10	Sörnäinen	22998	12819	6	4k	Too many competitors
11	Vartiokylä	21014	-1336	6	4k	Too many competitors
12	Puistola	20361	-76	0	inf	Potential location
13	Pitäjänmäki	19968	1689	1	20k	Potential location
14	Länsisatama	19439	9168	4	5k	Potential location
15	Munkkiniemi	19213	1177	1	19k	Potential location
16	Oulunkylä	17659	2977	0	inf	Potential location
17	Vallila	16941	27	11	2k	Too many competitors
18	Taka-Töölö	16832	1256	8	2k	Too many competitors
19	Pasila	15527	6002	6	3k	Too many competitors

- The competing were identified and counted and the results are presented in a table

Conclusions

- There is not much data from Helsinki in Foursquare. For effective data analysis it would need even more venues in Foursquare
- The decision should not be made on the basis of this study alone because the results are always indicative only.
- You should also go on site to ensure that the environment also meets expectations.
- At this moment no one knows how COVID-19 will affect the future.