



Sushi Restaurant

Promising Location for a new restaurant in Cologne



Approach

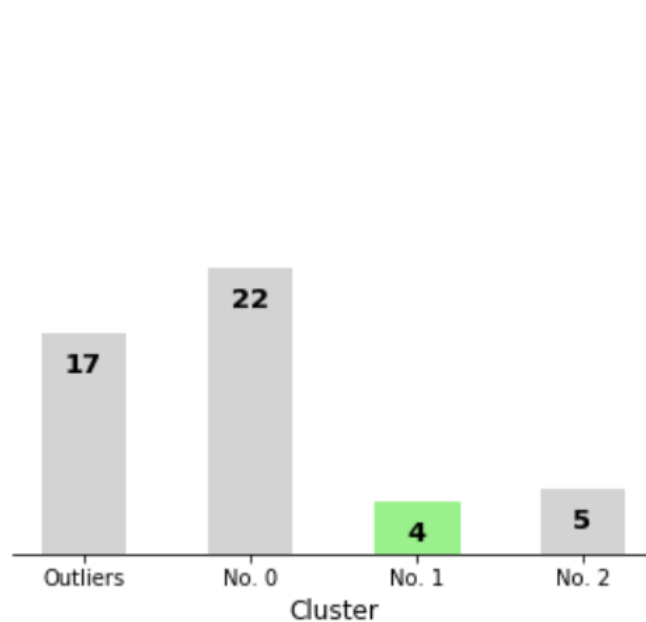
- Generally, possible locations will be judged by competition and popular nearby leisure places.
- Criteria for the competition are restaurant density, likes and ratings
- The used data's source is the Foursquare Database (from May 14 2020)

Raw Data

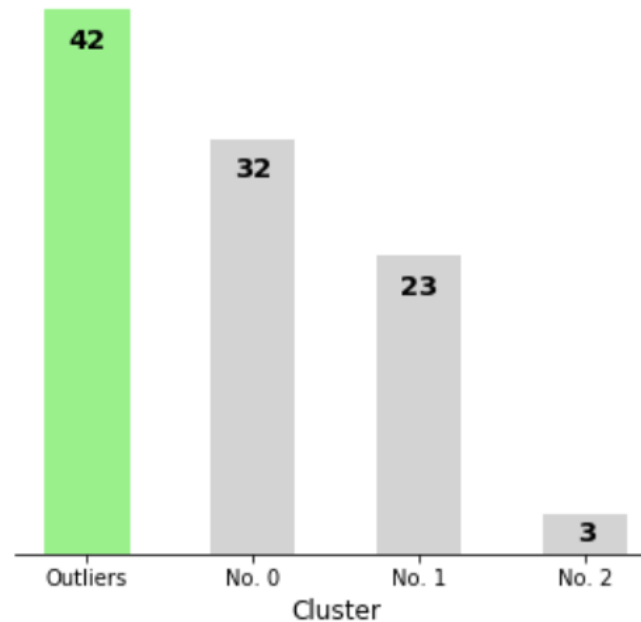
- There are 48 entries for sushi restaurants in Cologne inside a 4 km radius
- The 100 most popular leisure locations were exported from the DB
- 2 of the selected restaurants haven't got rating data

Restaurant Clusters

Sushi Restaurants per Cluster



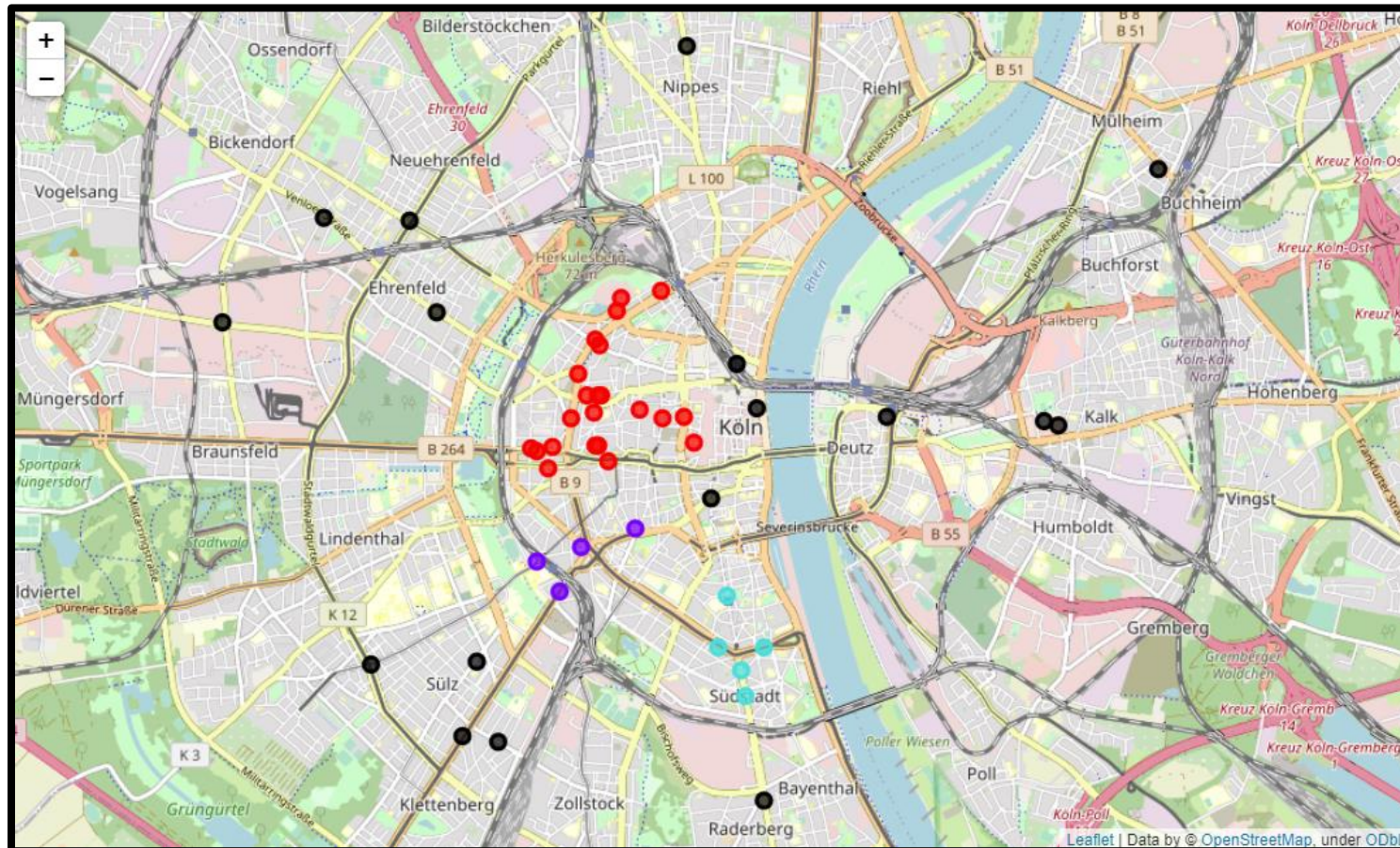
Nearby Leisure Activities per Cluster



Main Insights:

- DBSCAN-Algorithm found 3 Clusters + Outliers
- Cluster 1 is the smallest cluster, only consisting of 4 competitors
- Outliers have got the most leisure spots nearby followed by cluster 0 and cluster 1

Cluster Locations

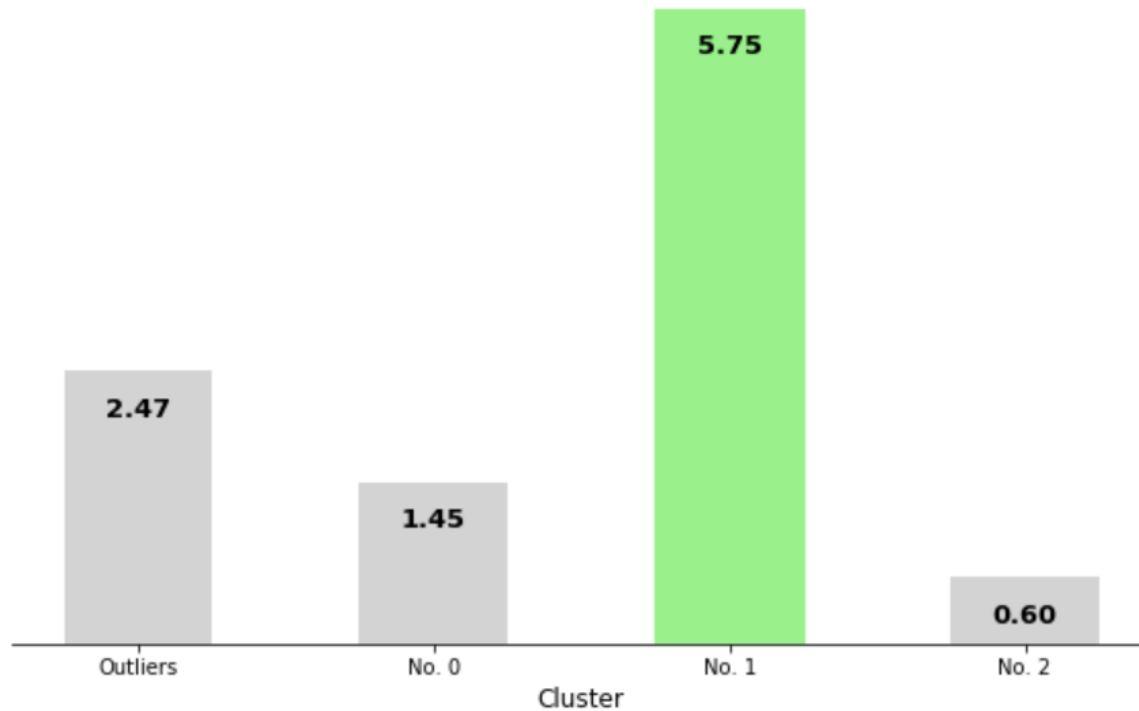


- Outliers are fairly spread, giving the reason for the many popular places nearby
- Cluster 0 is the city centre

- Cluster 0
- Cluster 1
- Cluster 2
- Outliers

Popular Leisure Spot Rate

Leisure Time Activities per Sushi Restaurant in Cluster



- Cluster 1 has got the by far best restaurant/leisure spot-ratio

Competition Rating & Likes

Cluster 1	Rating	Likes
MakiMaki Sushi Green	7.5	14
Sushi Mii Bar Restaurant Köln	5	2
Sushi Make	No data	1
Sushi deLux	7.7	8

Weak Competition

Cluster 2	Rating	Likes
Sushi Teria	7.6	12
Sushi Ninja	8.1	31
MJ Sushi	8.3	14
Sweet Sushi	8.1	16
Akemi	No data	6

Stronger Competition

Result

- Cluster 1 – namely “Köln Süd” seems to be the best spot for a new sushi restaurant with a small and weak competition, while many popular places are nearby
- If confrontation is not an option, a outlier spot near the city's centre can be considered. This might be a risky decision though, as the outlier spots near the centre are close to the hard-fought cluster 0
- Additional research should include motion data, which isn't publicly available for free with a sufficient quality