

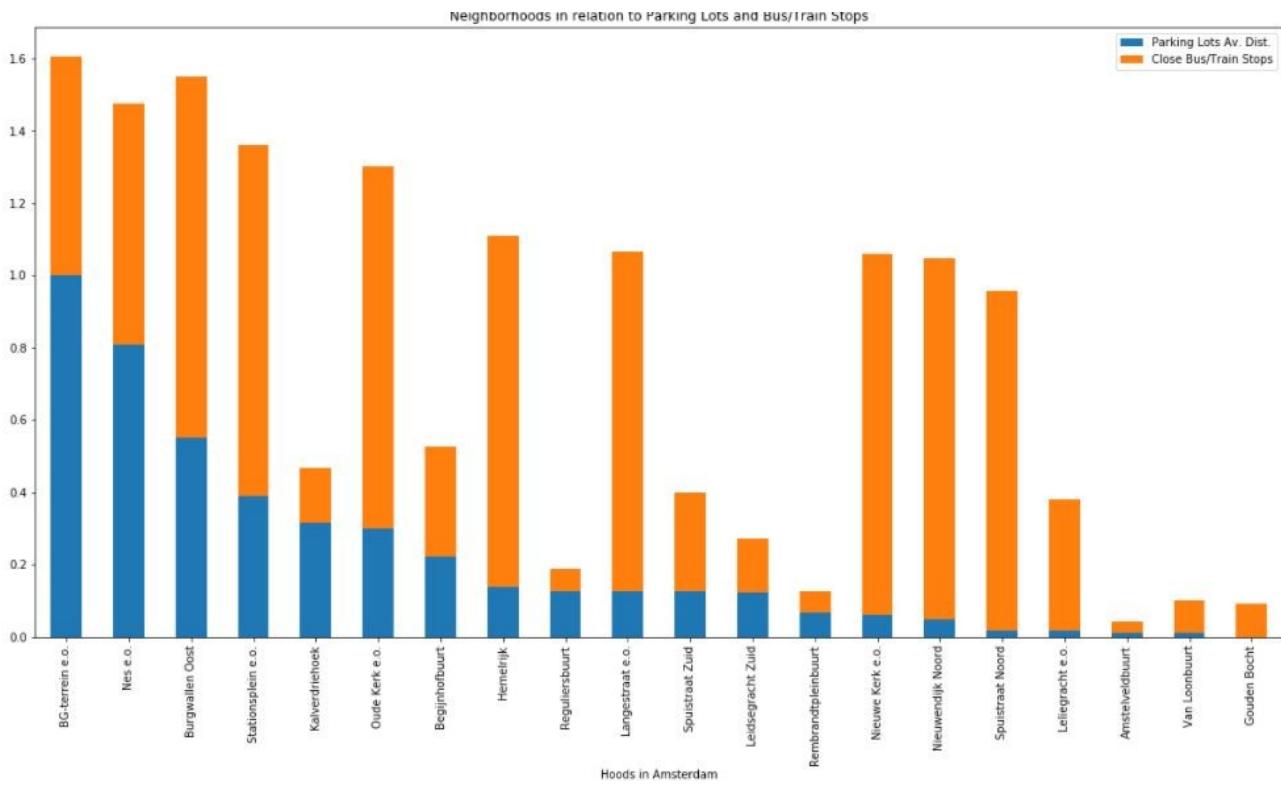
Which Neighborhood is the best to open a restaurant in Amsterdam?

Introduction

Wanting to start a restaurant but don't know what location would be best? This is the type of data that can benefit your logic when it comes to putting down on an idea. Keep in mind that for the location you choose you may find that it does not have the traffic of the example city of Amsterdam and therefore rethink your plans. This is all good, because it is better to know about these things in the planning stages than down the road. This study is a form of due diligence for anyone thinking of starting a business in an unknown territory.

Data Used and why

Stats about Netherlands in general and including Amsterdam from <https://opendata.cbs.nl/#/CBS/en/> Foursquare API location data was used that contains lat and longitude as well as other info. These two sources were used because they are reputable and current and encompass the scope of the ask.



Results

BG-terrein e.o is otherwise called Centrum which is the center of a train station area essentially. It is the most accessible for both parking and public transport. This analysis gives us a somewhat commonsense result and that is that the transportation hubs like a huge train station will have the best transportation and accessibility routes. However it might not have the best environment for a sit down restaurant. Hence we may be inclined to find an area that is more suitable with the same or relatively same traffic. So we could in turn pick the second best location as indicated by the large quantity of parking and transport locations known as the NES. ([https://en.wikipedia.org/wiki/Nes_\(Amsterdam\)](https://en.wikipedia.org/wiki/Nes_(Amsterdam))). This seems a more fitting location for a new restaurant as it is a bit less of a train depot.:-(

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Discussion

There are many other factors we could have introduced to further refine the search including demographics, proximity to art venues, other restaurants of similar flavor. These things are good to consider too but we would need more specific information on the restaurant owners plans in order to investigate further. On the whole this gives us a clear outline of which areas are most accessible by both private (car) and public (Train/bus) transport systems. A cultural consideration to look at is that native people to this area use bike and canals for transport on a regular basis and positioning a cafe by a popular bike route could be equally so or even more beneficial than making determinations based on automobile accessibility.

In turn if the goal of the business was to have year round traffic and popularity it would be essential to consider both local and tourist traffic patterns. According to <https://www.frommers.com/> ""In season" in Amsterdam means mid-April to mid-October. The tourist season peaks in July and August, when the weather's at its finest. Climate, however, is never really extreme at any time of year; if you favor off-season travel, you'll find the city every bit as attractive during these months." That is a total of 6 months of the year that is technically tourist season. For the other 6 months of the year a business wants to thrive as well.

This might even lend itself to a mixed fusion restaurant concept that changes with the seasons. Similar to the iconic https://www.tripadvisor.com/Restaurant_Review-g60878-d433194-Reviews-Coastal_Kitchen-Seattle_Washington.html in Seattle and so many innovative food spots.

Conclusion

While the existing analysis has its limits it achieves its goal of discovering the areas that are most accessible to both private and public transport. Now to explore what type of cuisine would be best!

Presentation Link

https://b35f2086-1e6f-4679-86e7-1071cd731a26.filesusr.com/ugd/143bec_dffbc2e0c19b4328aa46f8cd70fc0b59.pdf