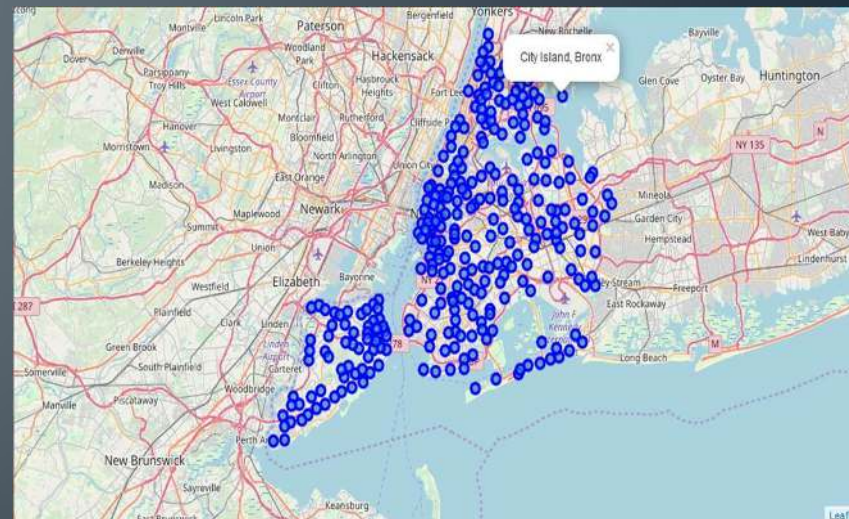# THE BATTLE OF
NEIGHBORHOODS

XYZ Company Limited

INTRODUCTION

- Berlin city review for XYZ Company.
- Optimum location for new Restaurant business

- ## Business Problem :
  - Choice of first neighborhood to start restaurant business.
  - Easy to replicate.
  - Low competition
  - High demand
  - Choice of Menu

- ## Success Criteria :
  - Best neighborhood which meets above criteria.

- FACTS

- Most populous city in the Germany.
- It is diverse and is the financial capital.
  It is multicultural.
- Provides lot of business opportunities.
- Business friendly environment.
- Attracted many different players into the
  market.
  Global hub of business and commerce.
- The city is a major centre for banking
  and finance, retailing, world trade,
  transportation, tourism, real estate, new
  media, traditional media, advertising,
  legal services, accountancy, insurance,
  theatre, fashion, and the arts in the
  Germany.

- Market is highly competitive
- Highly developed city so cost of doing business is also   of one the highest
- New business venture or expansion needs to be analysed carefully
- One should strategically targeting the market inorder to –

  -This will help in reduction of risk.

  -The Return on Investment will be reasonable.

DATA DESCRIPTION - 1

- Data 1 : Neighborhood has a total of 5 boroughs and 306 neighborhoods. In
  order to segment the neighborhoods and explore them, we will
  essentially need a dataset that contains the 5 boroughs and the
  neighborhoods that exist in each borough as well as the latitude and
  longitude coordinates of each neighborhood.
- This dataset exists for free on the web:

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

RESULT

- Segmenting and Clustering Neighborhoods

- Cluster0 : The Total and Total Sum of cluster0 has smallest value. It shows that the
  market is not saturated.There are untapped markets.

- Cluster1 : The Total and Total Sum is very high. Lot of competition. Saturated neighborhoods.

	Borough	Neighborhood	Latitude	Longitude	Total	Cluster_Labels
0	Staten Island	Todt Hill	40.597069	-74.111329	0	0
1	Staten Island	Port Ivory	40.639683	-74.174645	0	0
2	Staten Island	Bloomfield	40.605779	-74.187256	0	0

DISCUSSION

- Scope to explore cuisines of various countries in Berlin.

  In Berlin, cuisines of many
- countries are part of their menu. Risk can be taken with great menu on board. It also shows people love and explore cuisines of various countries.

CONCLUSION

- Analysis performed on limited data
- Re-run program with updated information
- Berlin has high concentration of restaurant business. Very competitive market.
- As per the neighbourhood or restaurant type mentioned like Indian Restaurant, analysis can be checked. A venue with lowest risk and competition can be identified