

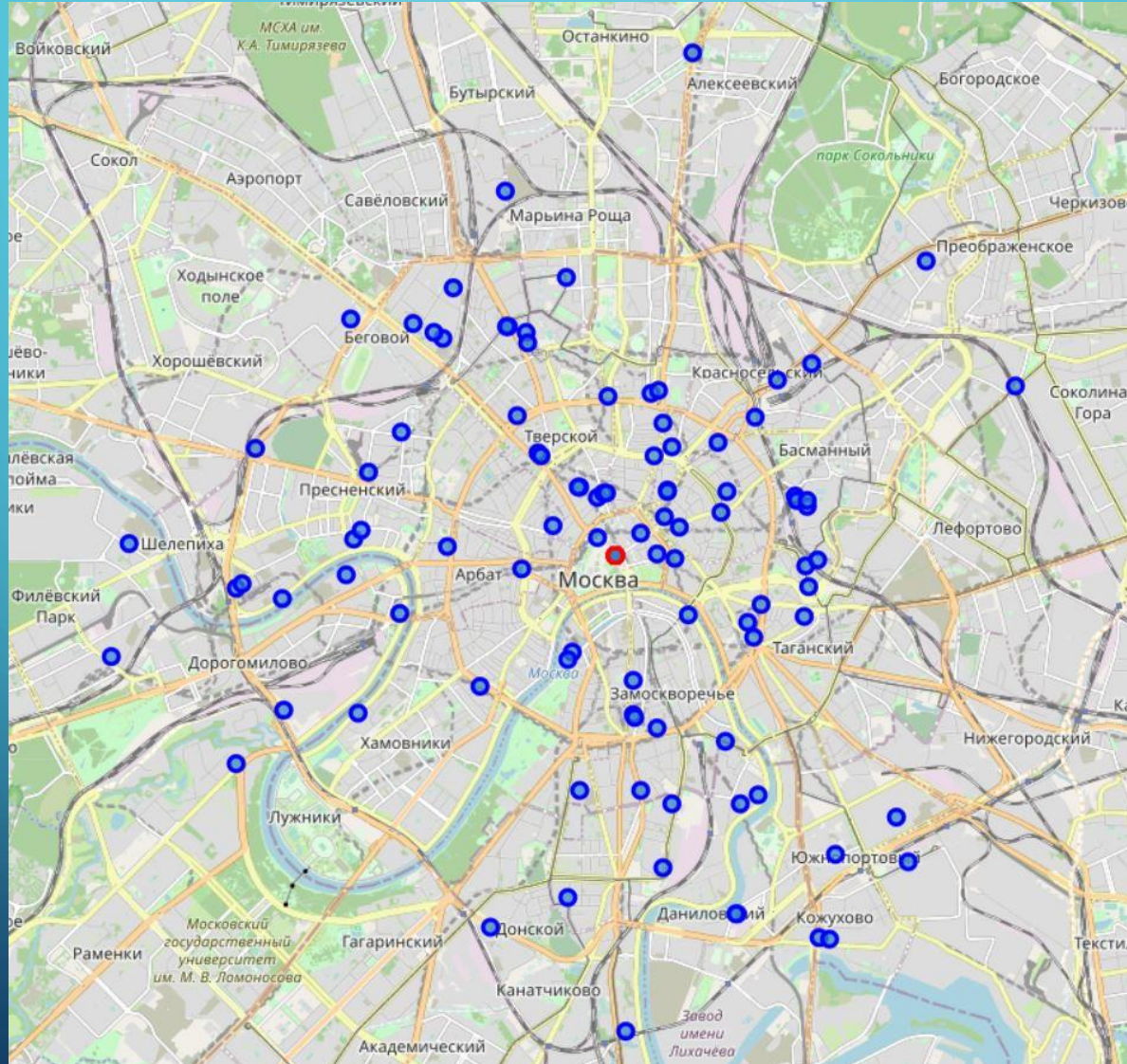
An abstract graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a stylized tree structure, set against a dark blue gradient background.

# FINDING BEST LOCATION FOR NIGHTCLUBS

# FIND THE AREA FOR OPEN NIGHTCLUB IS VALUABLE

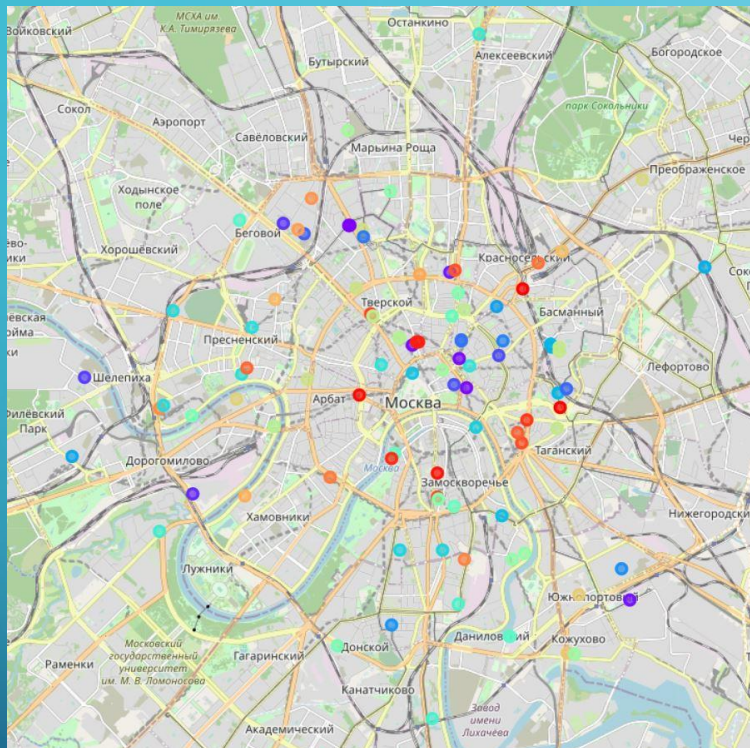
- An incorrectly selected area for opening a nightclub will lead to a quick closure;
- Experience of other open nightclubs give good start to new club;
- Without good area no good club.

# ALL NIGHT CLUBS IN MOSCOW.



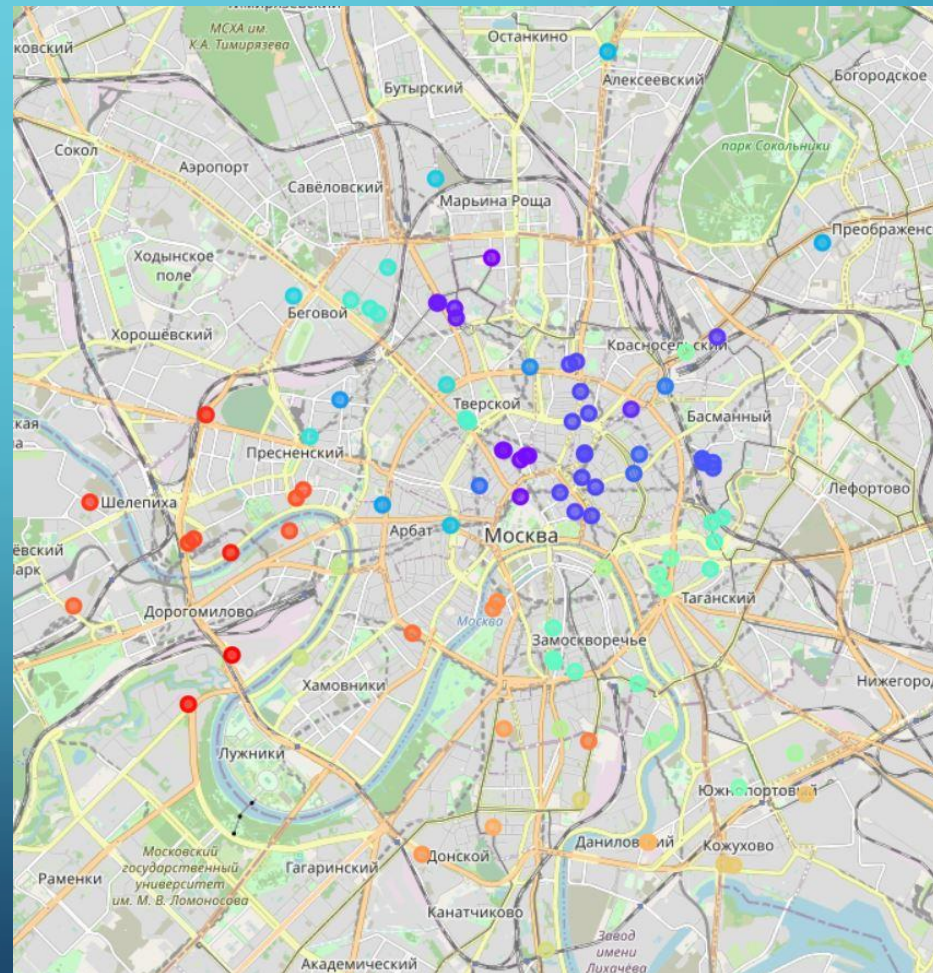


# DIVISION INTO CLUSTERS



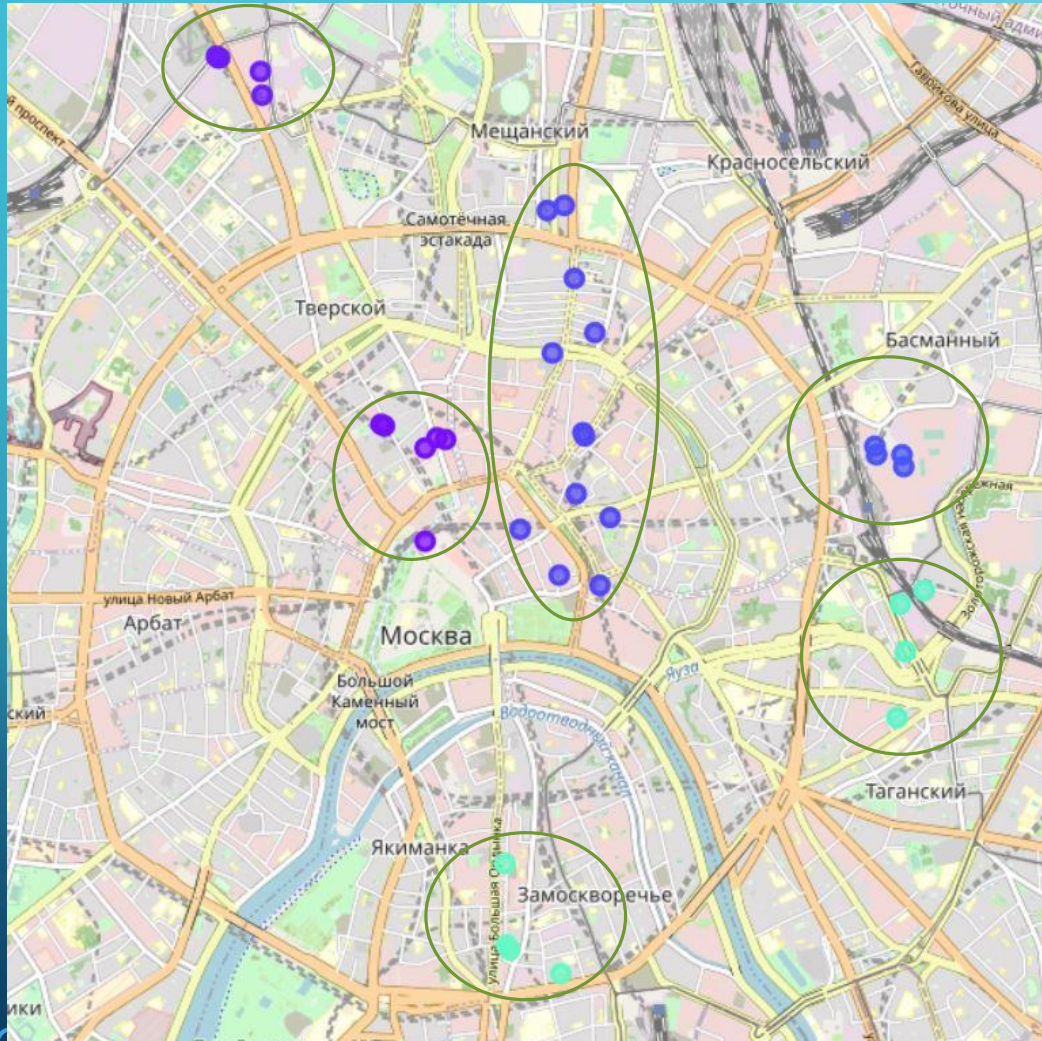
Kmeans clustering didn't give any result

DBSCAN gave a more meaningful result





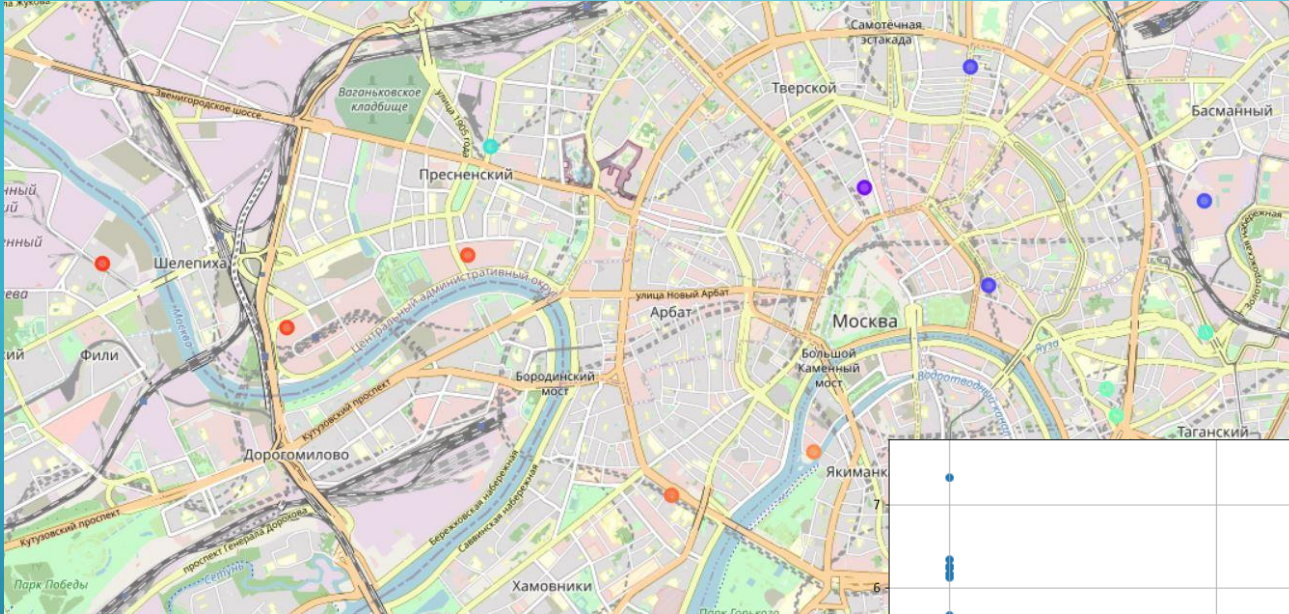
# GROUPS NIGHTCLUBS



Distinction group of clubs more 4

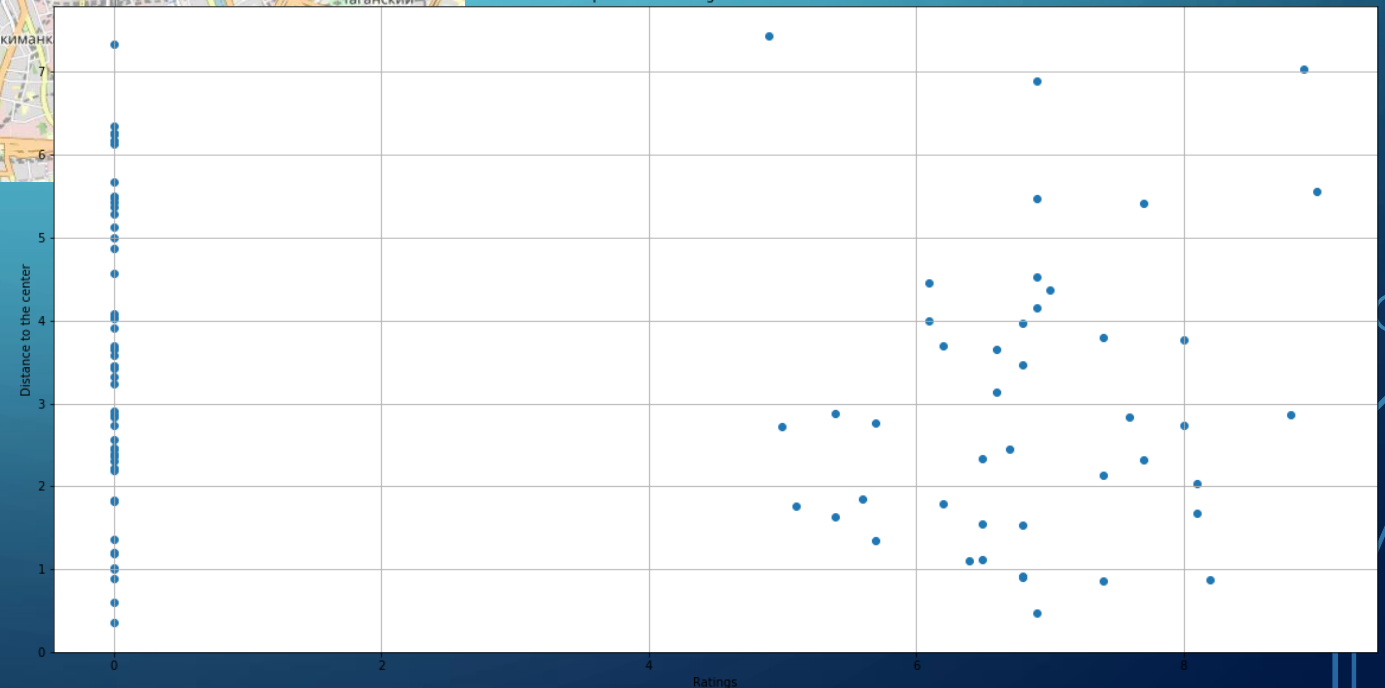
All group near business area and tourist zones

# CLUBS WITH A RATING OF 7.0 AND HIGHER



Testing of the hypothesis about the relationship between the distance to the center and the rating of night clubs was not confirmed

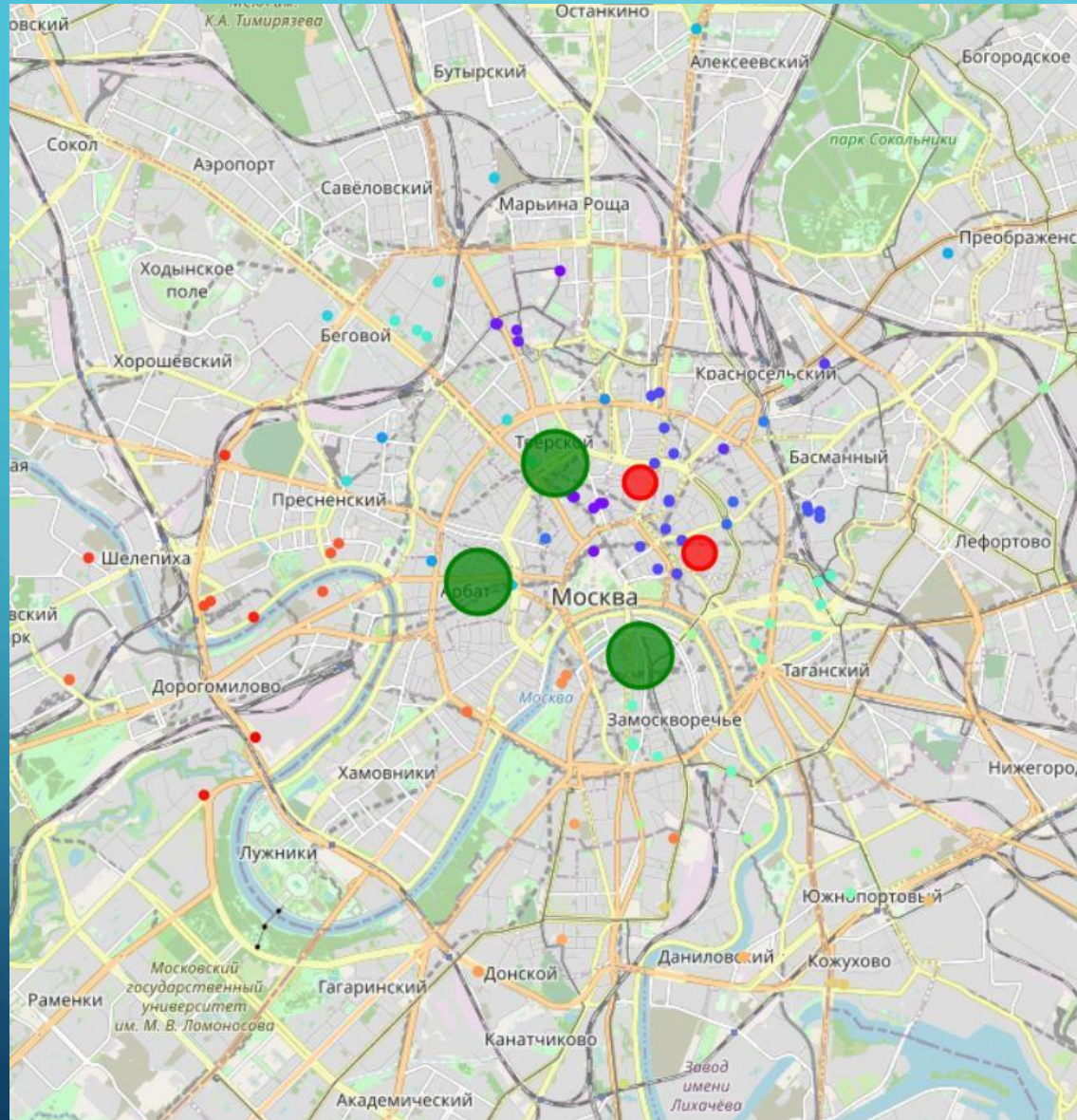
Relationship between ratings and distance to the centre



You can clearly see that there is no correlation on the map or on the scatter diagram.



# BEST AND WORST AREAS



Green – good  
area for open  
nightclubs

Red – bad  
area for open  
nightclubs

# RESULT AND CONCLUSION

- A very large spread of night clubs around the city, gives the opportunity to a larger selection with minimal competition.
- A very large number of new nightclubs makes it possible to promote in this area, using professional service and customer orientation, this is confirmed by a very small percentage of clubs with a high rating.
- The study clearly shows a trend in the location of clubs close to tourist areas and theaters/museums, as well as business parks are very popular.