Introduction

Business Problem and Context

Context

My client is a Dutch owner of Italian restaurant in the Netherland. He is planning to expand his restaurants to Amsterdam, where he does not have a restaurant yet. He is successful running a Italian restaurant in another Dutch city and now want to open a new branch in Amsterdam. He is searching for a location in Amsterdam that is visited by tourist a lot and also is appreciated for the Italian restaurants by its visitors.

The idea is to use machine learning to unlock information on neighbourhoods of Amsterdam as input for selecting a location for the new Restaurant. Information about popular venues in the different neighbourhoods will be used to cluster neighbourhoods in categories, to select a cluster of neighbourhoods, where tourists attractions and restaurants are an important characteristic of.

Problem statement:

How can a cluster of Amsterdam Neighbourhoods be identified, which is valued by tourists and restaurants visitors, as input for a location choice for a new Italian restaurant.