Week 1 – The battle of Neighborhoods

Introduction

Muenster is a major city with 315k inhabitants in the north-west of Germany. 61k of the inhabitants are students. It is one of the biggest student cities in Germany.
This project explores the best location for a mexican restaurant in Muenster.

Business Problem

I try to build a model which helps in identifiying the best location and therefore will reduce the risk and improve the potential business gains. Muenster has a highly competitive gastro scenery with many different cuisines you can choose from. But the mexican cuisine is underrepresented at the moment. Almost all of the restaurants in the city are either Italian, Turkish or Chinese.

Target audience

I target aspiring business owners that want to open a new restaurant and/or investors. Muenster is the perfect place for a restaurant. The inhabitants really love to try out new cuisines and they also support existing high quality restaurants. The city is famous for it´s cuisine.
I will recommend the best location to start a mexican restaurant.

Data Section

We need the following Data: Latitude and longitude coordinates of the existing restaurants + Data which type of a restaurant it is(Indian, Chinse, Italian etc)
I will use FourSquare to get data about the venues.
The Result will be a table with the following columns: Venue Name, Latitude, Longitude, Category.