

Capstone Project

The Battle of Neighborhoods

Introduction

There are many factors which can influence coffee shop business, but most popular are:

- how many people are passing buy
- location of other food services
- location of other coffee shops nearby

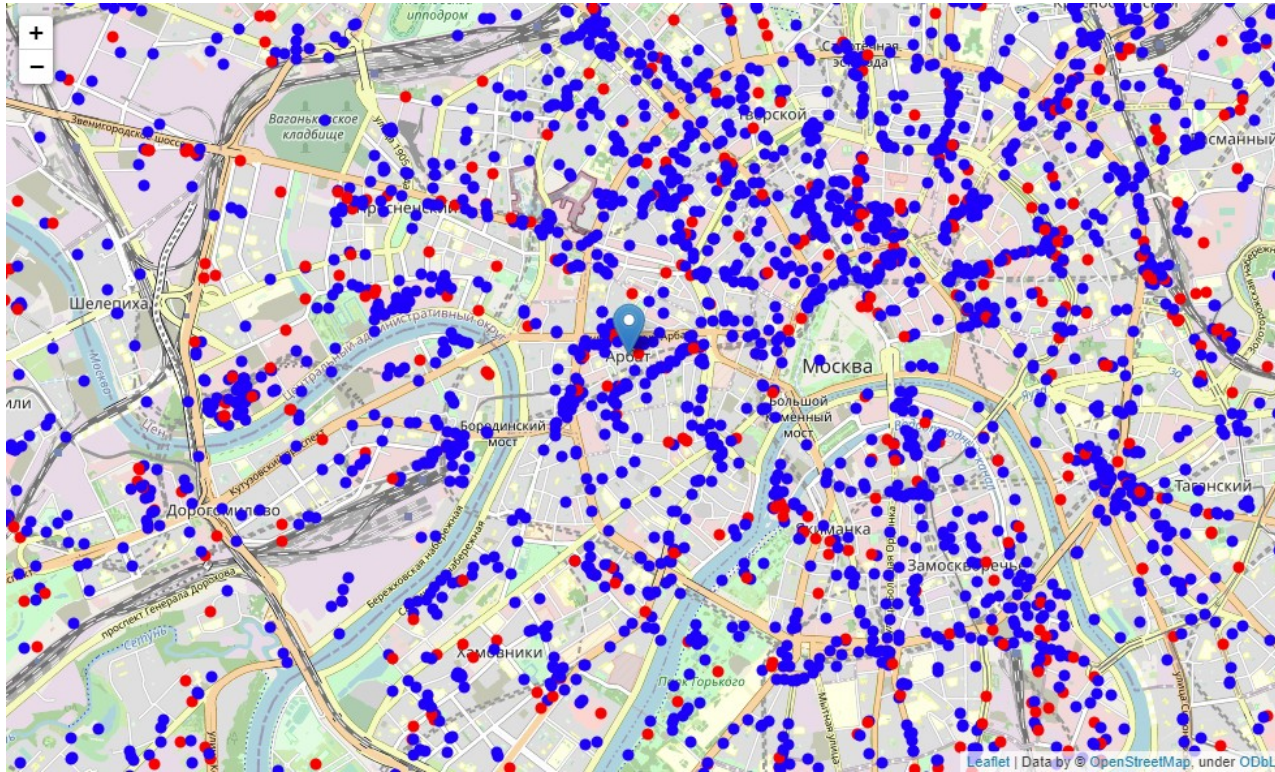
Data

- Wikipedia page with all Moscow districts
- Foursquare API
- GoogleMaps API
- GIS lab data with administrative okrugs

Most popular district

District	Venue Count in center in 500m radius
Arbat District	100+
Tverskoy District	86
Zamoskvorechye District	85
Presnensky District	72
Chertanovo Tsentralnoye District	55

Food services and coffee shops

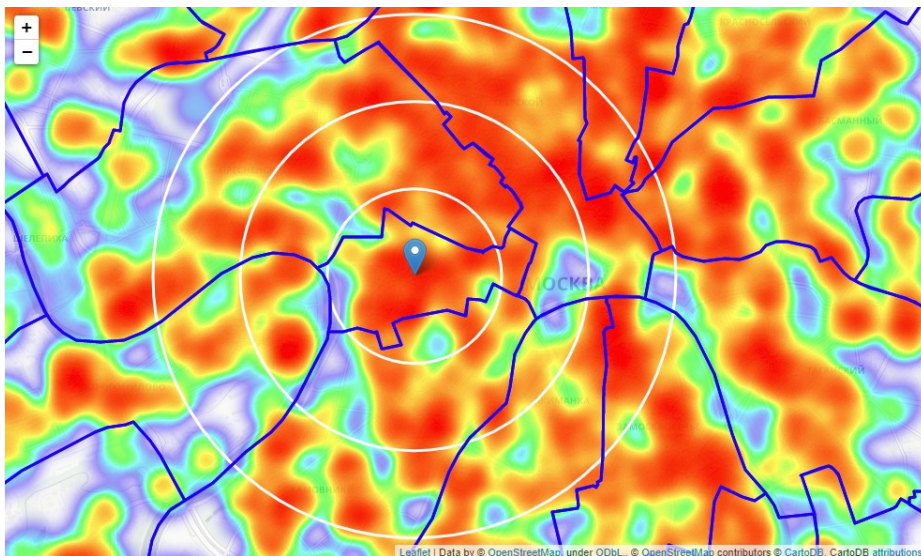


Blue — food service
Red — coffee shop

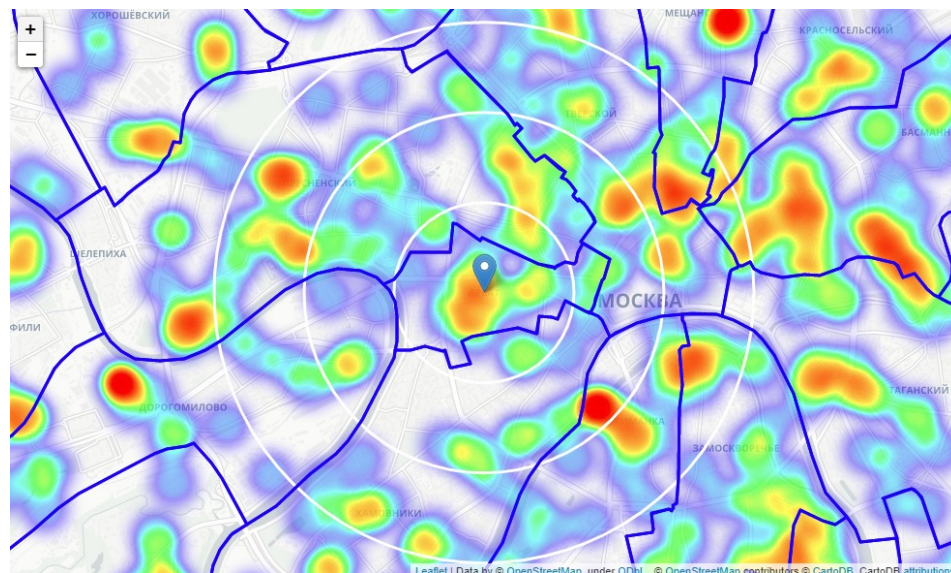
Nearly ~15%
of all food services
are coffee shops

Density of all food services

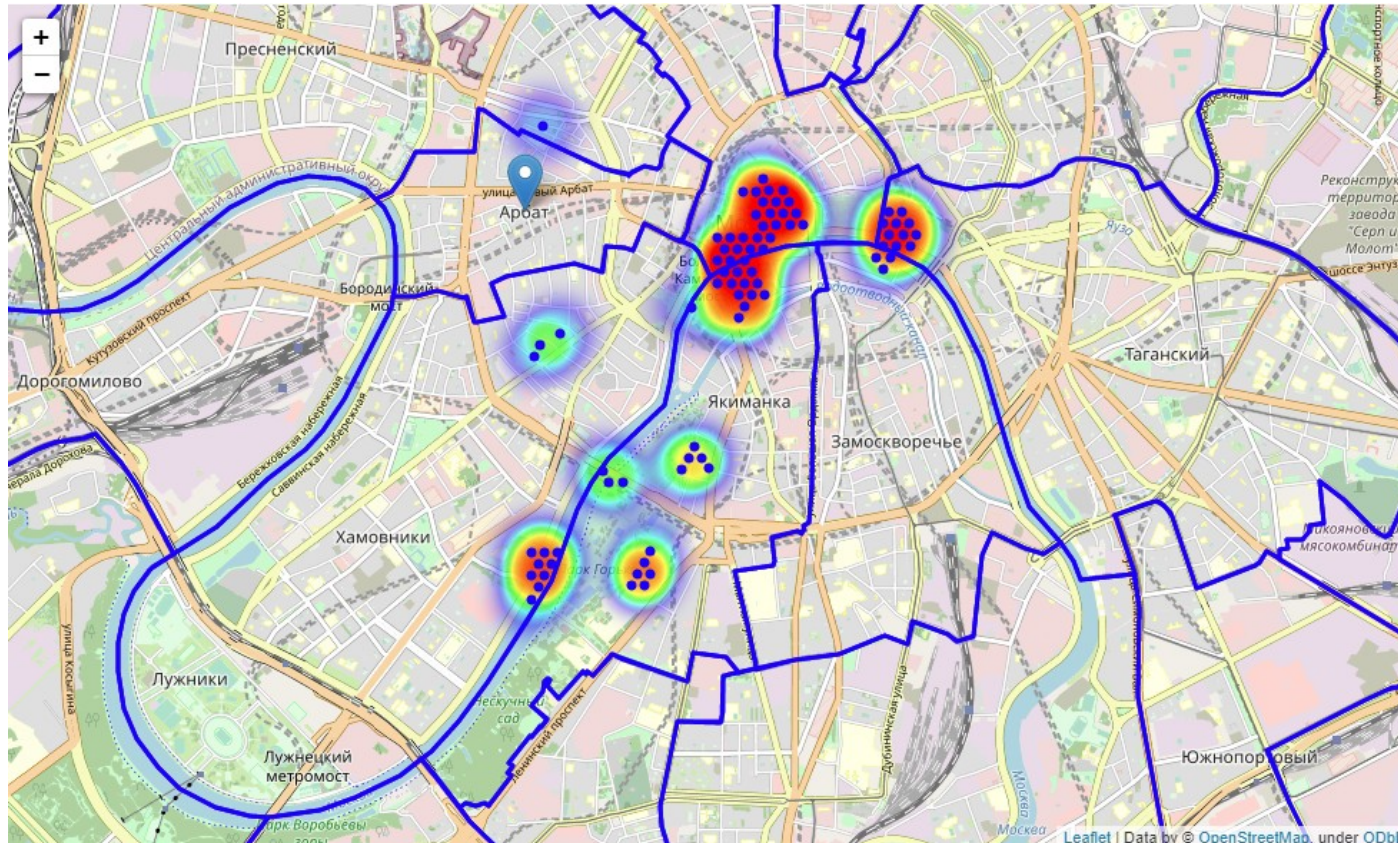
Regular heatmap



Inverted heatmap



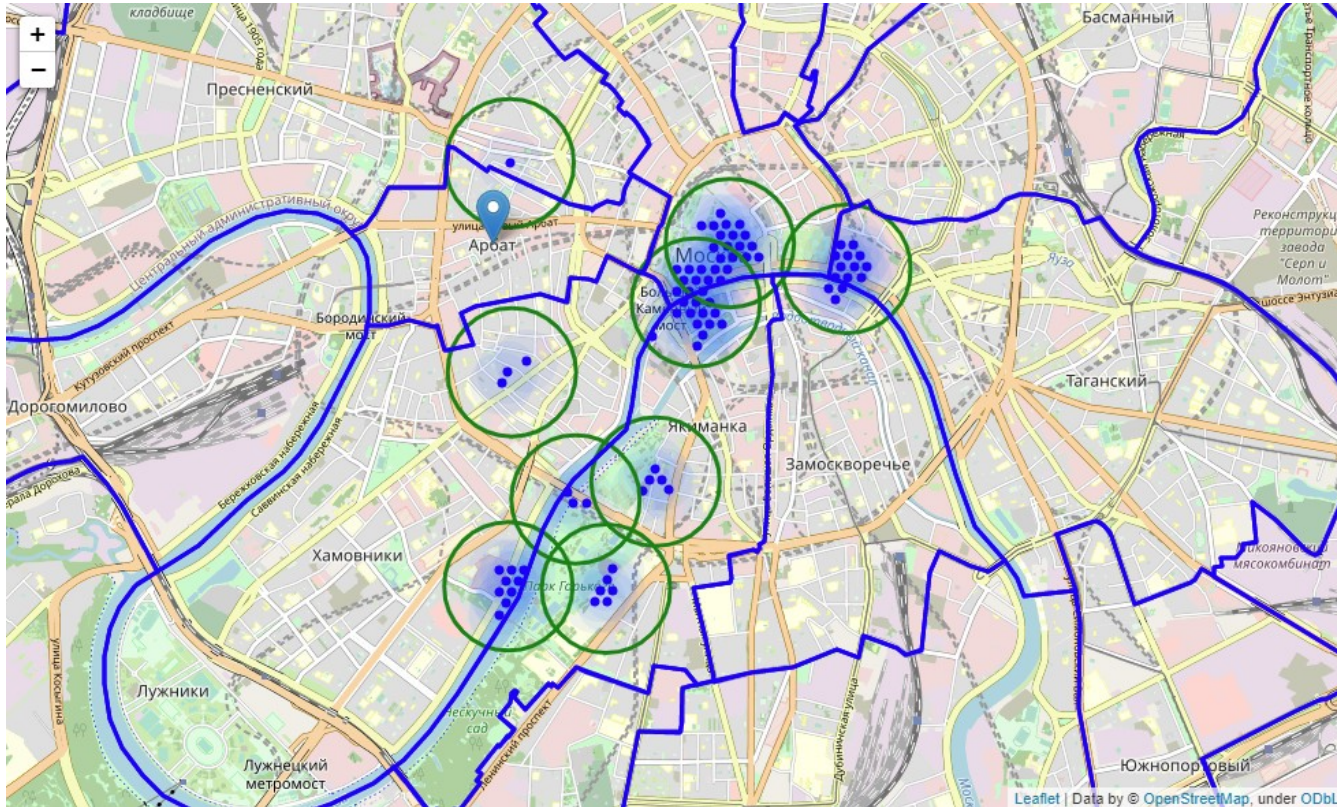
Potential candidates



Criteria:

- no more than 5 food services nearby
- no coffee shops in 150m

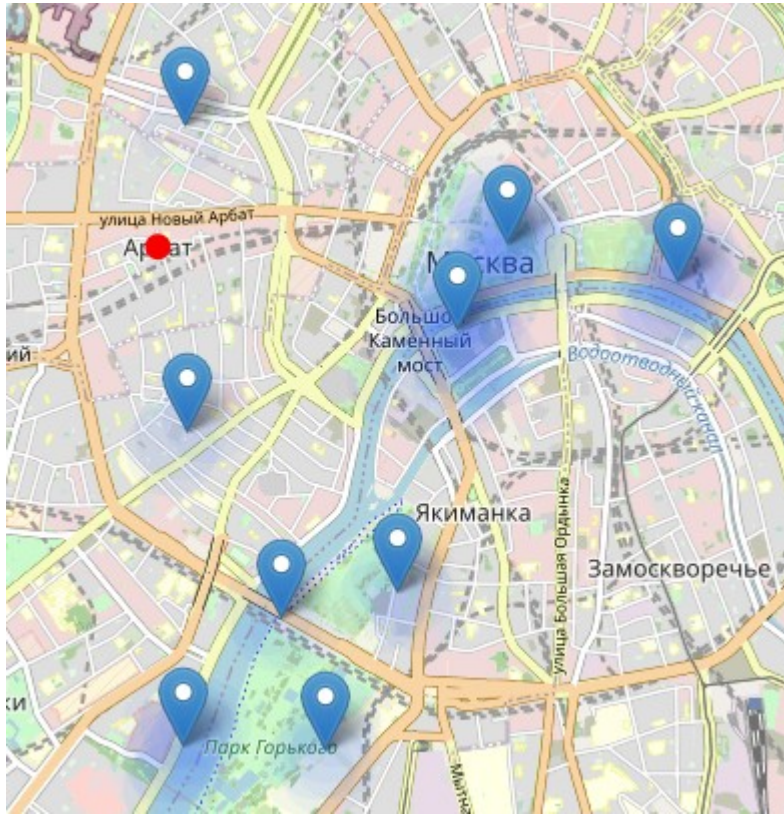
Clustering



Addresses for cluster districts:

- Bolshoy Moskvoretsky Bridge
- Prechistenskiy Pereulok
- Park Gor'kogo
- Stolovyy Pereulok

Candidates



There are total 9 candidates:

- 1) Kitaygorodskiy Passage
- 2) Leninskiy Prospekt, 6, строение 7
- 3) Sofiyskaya Embankment, 12
- 4) Spasskaya Ulitsa
- 5) Krymsky Val, 9 строение 45
- 6) Frunzenskaya Naberezhnaya, 22 строение 1
- 7) Stolovyy Pereulok, 11 строение 2
- 8) Chisty Pereulok, 5A
- 9) Yakimanskiy Pereulok, д. 6

Conclusion

- List of candidat adresses is just a recommendation list where to start next search
- We should concider many other factors before make final dicision