Opening a new restaurant in Germany

An analysis to find the best suitable location of a new restaurant

Main focus of the analysis

Germany has one of the best calcifications between **Work-life Balance** with an score of 8.4, in comparison with Mexico that has 1.1.

With this in mind, the idea is to open a new business in Germany. A typical food restaurant.
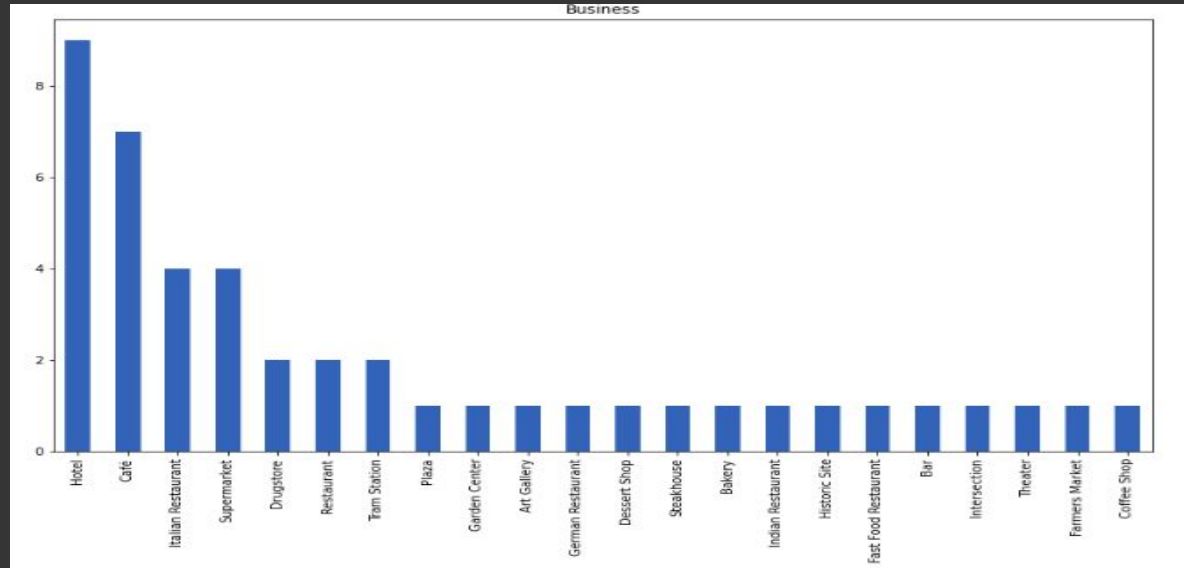
Work-Life Balance

8.4

Analysis: k-means

I use an K-means cluster analysis to segment the different cities according to the most visited venues that each city has.
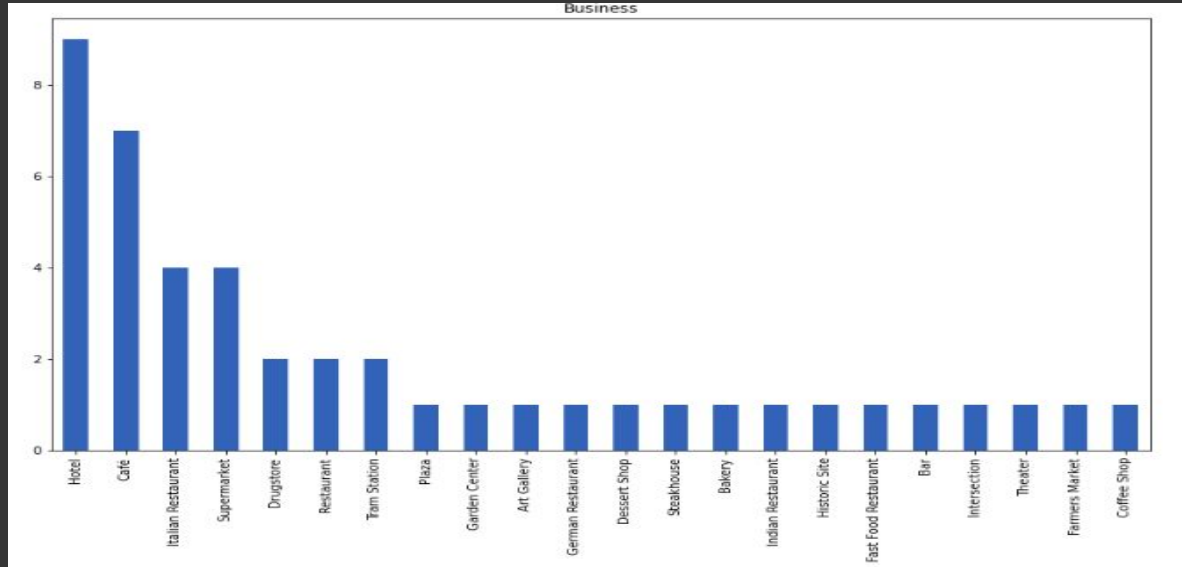
Results

According with the previous analysis I find that the best suitable place for a new restaurant was in the cluster 1

Results

As we can see in the graph, in this cluster we found the most commercial and tourist area of the country, so it's the best option for a new business

Conclusion

The best option according to the analysis it's to start the new business in the area of the cluster 1, because there we can find the tourist area of the country, where we going to have best exposure for our restaurant and also where most people go to restaurants as its top choice.