



ACORN TECHNOLOGIES MOVING TO TRONDHEIM, NORWAY

The Battle of the Neighbourhoods

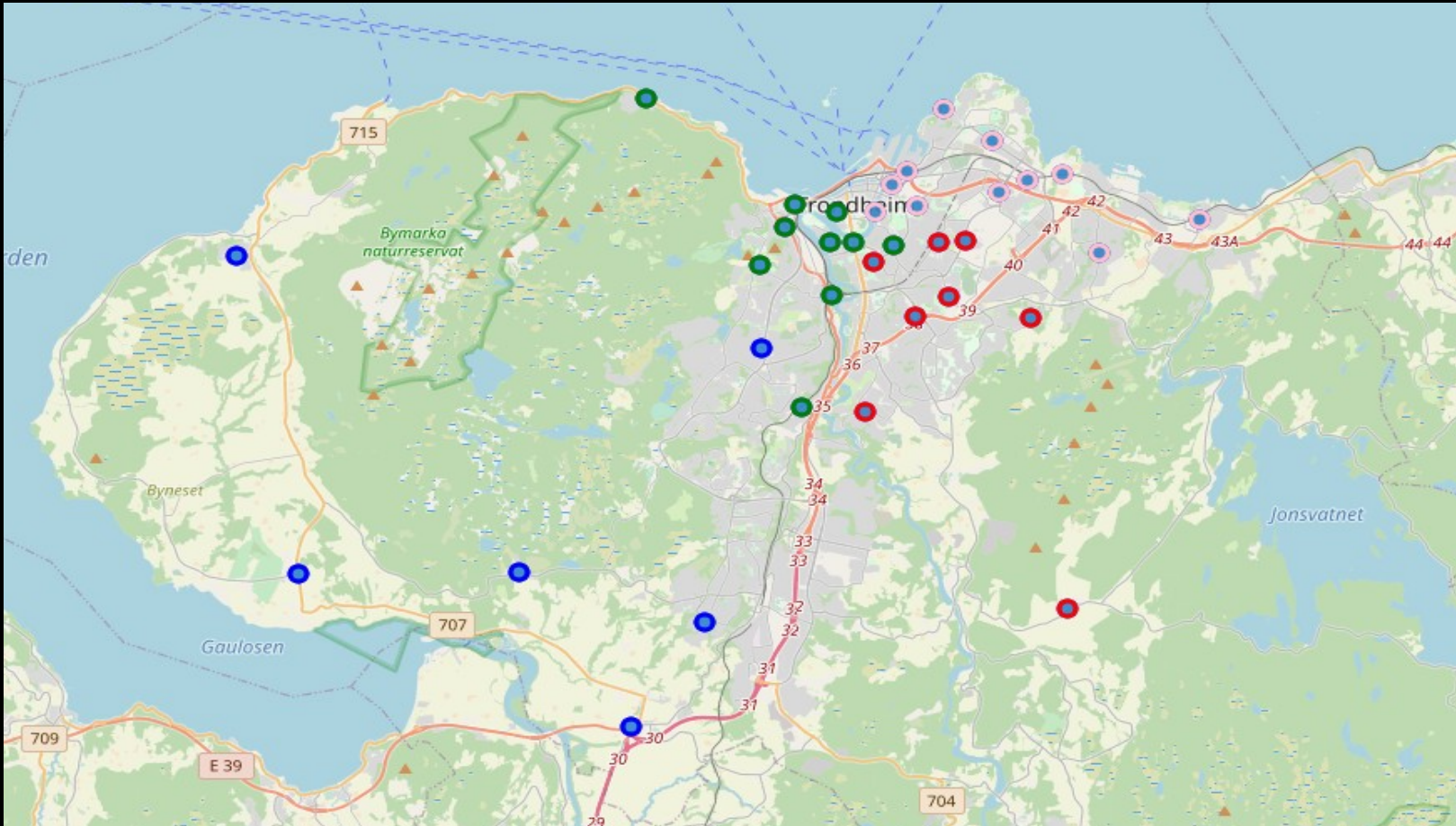
ACORN TECHNOLOGIES BACKGROUND

- Start-up technology company
- Setting up new headquarters in Trondheim, Norway
- Deciding neighbourhood/borough is important
 1. Proximity to technology businesses in the city
 2. Neighbourhood facilities available

DATA & DATA CLEANING

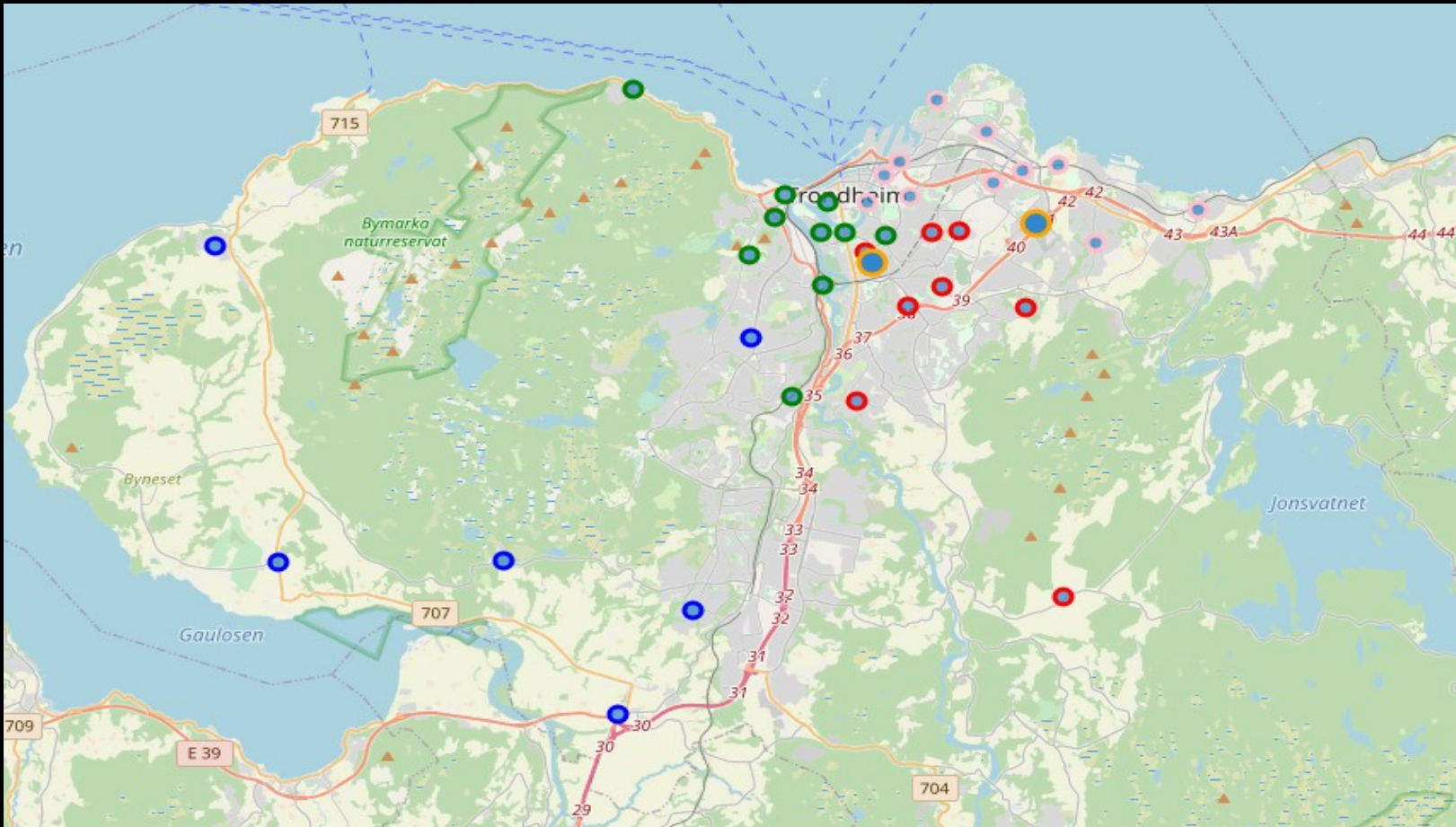
- Trondheim Neighbourhood data was scraped and transformed from:
 - <https://en.wikipedia.org/wiki/Lerkendal>
- Planned to take property prices from “finn.no”; however realised that there was not enough data here to get an accurate picture
- Venue location data to be called from the Foursquare API with the 5 most popular venues kept and all others dropped

PLOTTING NEIGHBOURHOODS



- Midtbyen, Lerkendal and Østbyen are the most dense boroughs over the city centre

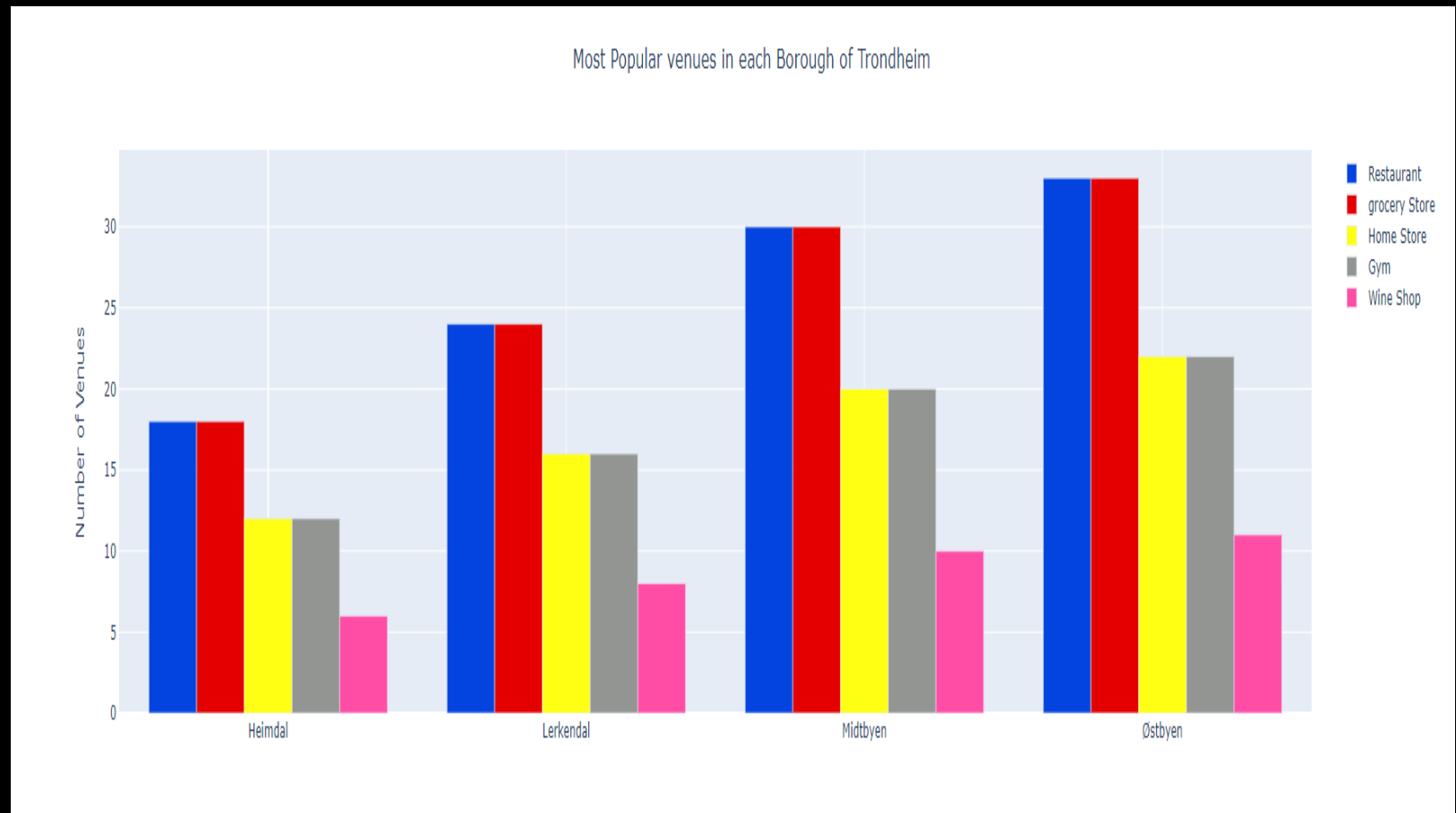
PLOTTING NTNU LOCATIONS



- NTNU campus to the west is the main campus
- Sits between Midtbyen, Lerkendal and Østbyen

GRAPHING NUMBER OF VENUES IN BOROUGHES

- The five most popular venues are:
 - Restaurant
 - Grocery Store
 - Home Store
 - Gym
 - Wine Shop
- Østbyen and Midtbyen have the highest number of these



RESULTS

- Østbyen and Midtbyen
 - Closest to both NTNU campuses
 - Midtbyen is closest to the main campus
- Østbyen has marginally more of the most popular venues but is further from the main campus



CONCLUSION

- Improvements could be made to this data science analysis
 - Build a data set of property prices in Trondheim
 - This would take a long time, collecting as properties came onto the market
- There are more factors which Acorn would want to factor into their decision which were not compiled and transformed here
- Overall though, they can be confident in the information provided