

Schiphol (Amsterdam)

Introduction

October the 31st there will be a possible Brexit. So the CEO of a little financial start-up from the U.S. is comparing locations in around Schiphol (Amsterdam) to settle down Europe's mainland.

Data

I will use data from Foursquare that reveals the financial levels and density of Amsterdam. Using for instance the search_query = 'Financial', 'banking', 'investment' and 'trading'. The radius I used is 25.000 (metres).

[30] :										
	id	name	categories	referralId	hasPerk	location.address	location.crossStreet	location.lat	location.lng	location.labeledLatLng
0	4e636460cc3f7bb374132d83	Hardware shop @ Aljunied (Power-J Trading Pte ...	[[{"id": "4bf58dd8d48988d112951735", "name": "H..."}]]	v-1564517242	False	86 Lorong 25A Geylang	Off Sims Avenue	52.345276	4.768195	[[{"label": "display", "lat": 52.34527645147703, "lng": 4.768195}]]
1	4de6293a45dda52a06059842	Marine Trading International	[[{"id": "4bf58dd8d48988d124941735", "name": "O..."}]]	v-1564517242	False	NaN	NaN	52.271406	4.776675	[[{"label": "display", "lat": 52.271406, "lng": 4.776675}]]
2	4d89b70299c2a1cd667a80d7	Robel Trading Telecom Aalsmeer	[[{"id": "4bf58dd8d48988d122951735", "name": "E..."}]]	v-1564517242	False	NaN	NaN	52.267392	4.749297	[[{"label": "display", "lat": 52.26739176527938, "lng": 4.749297}]]
3	5d19ab7fb55cb800231335a3	STX Commodities Trading Desk	[[{"id": "56aa371be4b08b9a8d573517", "name": "B..."}]]	v-1564517242	False	Vijzelstraat 79	NaN	52.364138	4.892859	[[{"label": "display", "lat": 52.364138, "lng": 4.892859}]]
4	4d934e6a62ad5481e7be7e4b	Maximum Trading B.V.	[]	v-1564517242	False	Amstelveenseweg 645	NaN	52.331886	4.857480	[[{"label": "display", "lat": 52.331885725, "lng": 4.857480}]]

Above: head of the dataframe after transforming it in json_normalize.

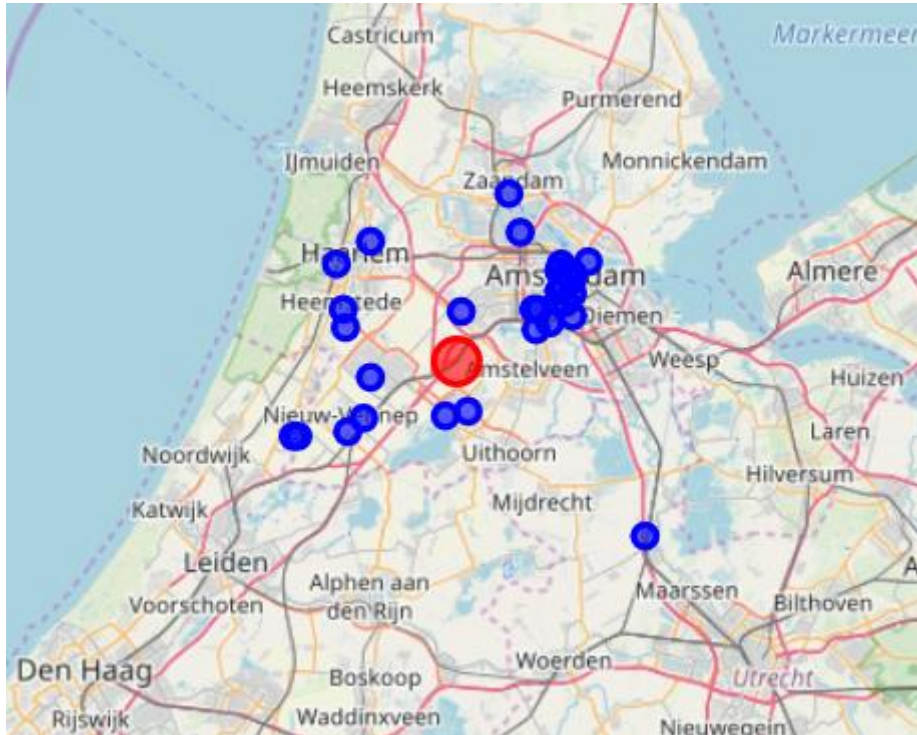
[31] :

	lat	lng	city
0	52.345276	4.768195	Singapore
1	52.271406	4.776675	Aalsmeer
2	52.267392	4.749297	NaN
3	52.364138	4.892859	Amsterdam
4	52.331886	4.857480	Amsterdam
5	52.296101	4.659543	Hoofddorp
6	52.336525	4.874767	Amsterdam
7	52.266761	4.650915	NaN
8	52.334108	4.627610	Cruquius
9	52.347289	4.856089	Amsterdam
10	52.360310	4.886611	Amsterdam
11	52.256641	4.631923	NaN
12	52.347821	4.625668	Heemstede
13	52.359467	4.902139	Amsterdam
14	52.376242	4.887394	NaN
15	52.368922	4.902289	Amsterdam
16	52.379930	4.888984	Amsterdam
17	52.374306	4.896534	Amsterdam
18	52.403710	4.838252	Amsterdam
19	52.374021	4.901452	NaN
20	52.396743	4.659528	Haarlem

Above: Dataframe after filtering.

Methodology section

Through the Foursquare API in co-operation with the terms for the search_query. With folium I created the following map:

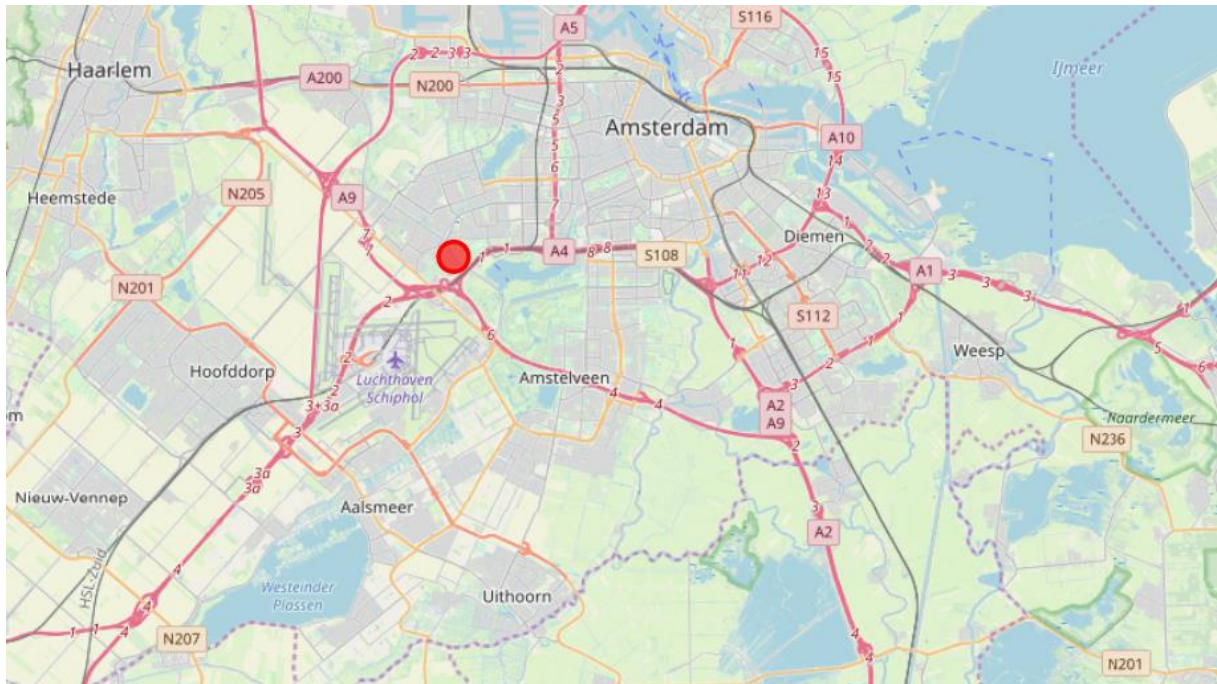


Schiphol in the centre (red circle). Results from the API in the blue.

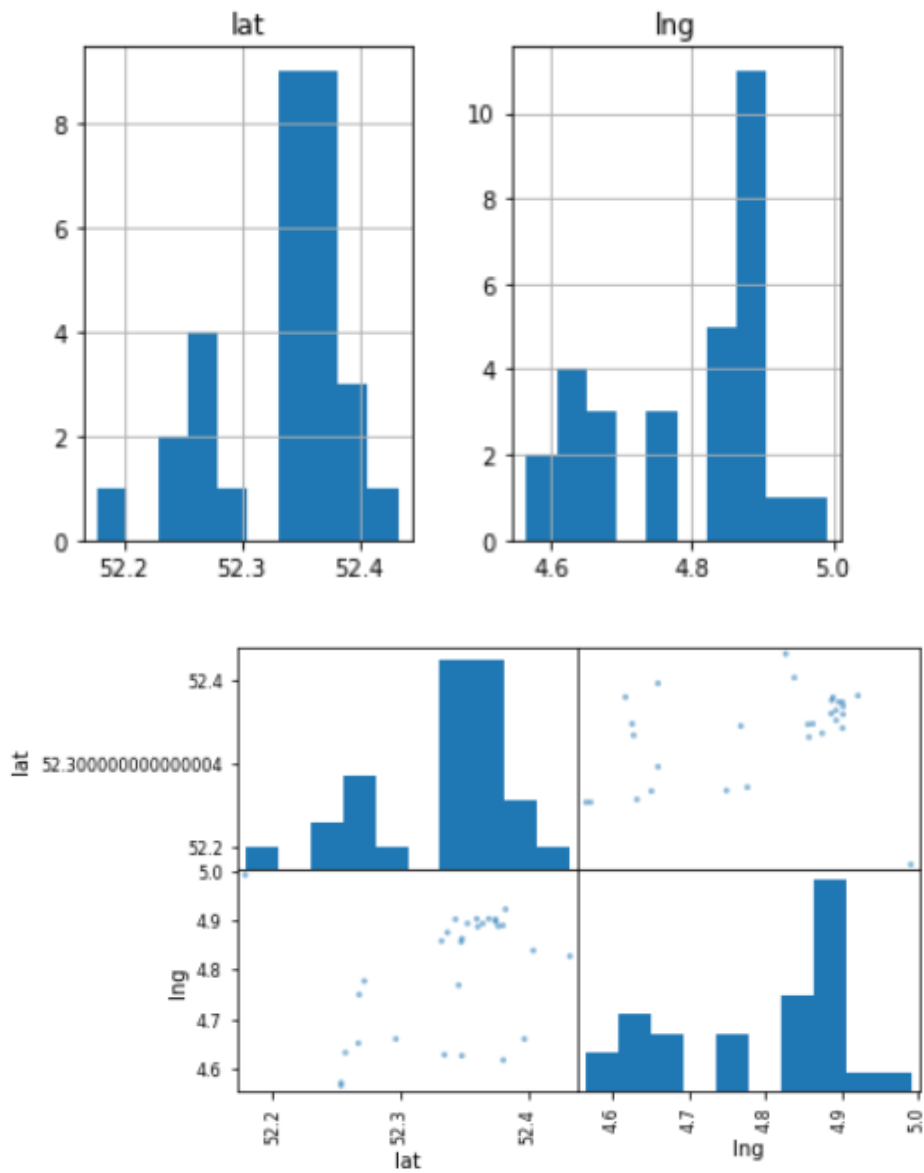
Results

Most of the financials are in the South West of Amsterdam (between the city centre and Schiphol airport).

The 'mean' result of the dataframe:



Between Schiphol and Amsterdam city centre.



As you can see above, there are a few clusters in and around Schiphol concerning the financials.

Discussion

Take the price of office lease rents. Build a model and use it in the analyse of the perfect location. Maybe it is too high for this start-up. Advice: cost-benefit analysis.

Conclusion

Between Schiphol Airport and the city centre of Amsterdam. See the map beneath.

