

# **“WHAT” to OPEN “WHERE” in ISTANBUL**

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# INTRODUCTION

- Istanbul, Turkey Situated in the city and one of the country's 81 provinces. It is the most populous, economical, historical and socio-culturally important city in the country.
- The city ranks first in Europe and sixth in the world in terms of economic size, taking into account the municipal boundaries in terms of population.
- Within its borders, there are 39 municipalities together with the metropolitan municipality. If you want to invest in such a large and developed city, how to proceed will be examined.
- Demands and preferences of people change according to the districts of Istanbul. Because the lifestyle of people living in the district, income level, education level, etc. there are differences.
- So you can ask which county to open and what? These investments can be places such as cafe, hotel, gym. Therefore, the most preferred places and sectors will be grouped according to the districts of Istanbul.



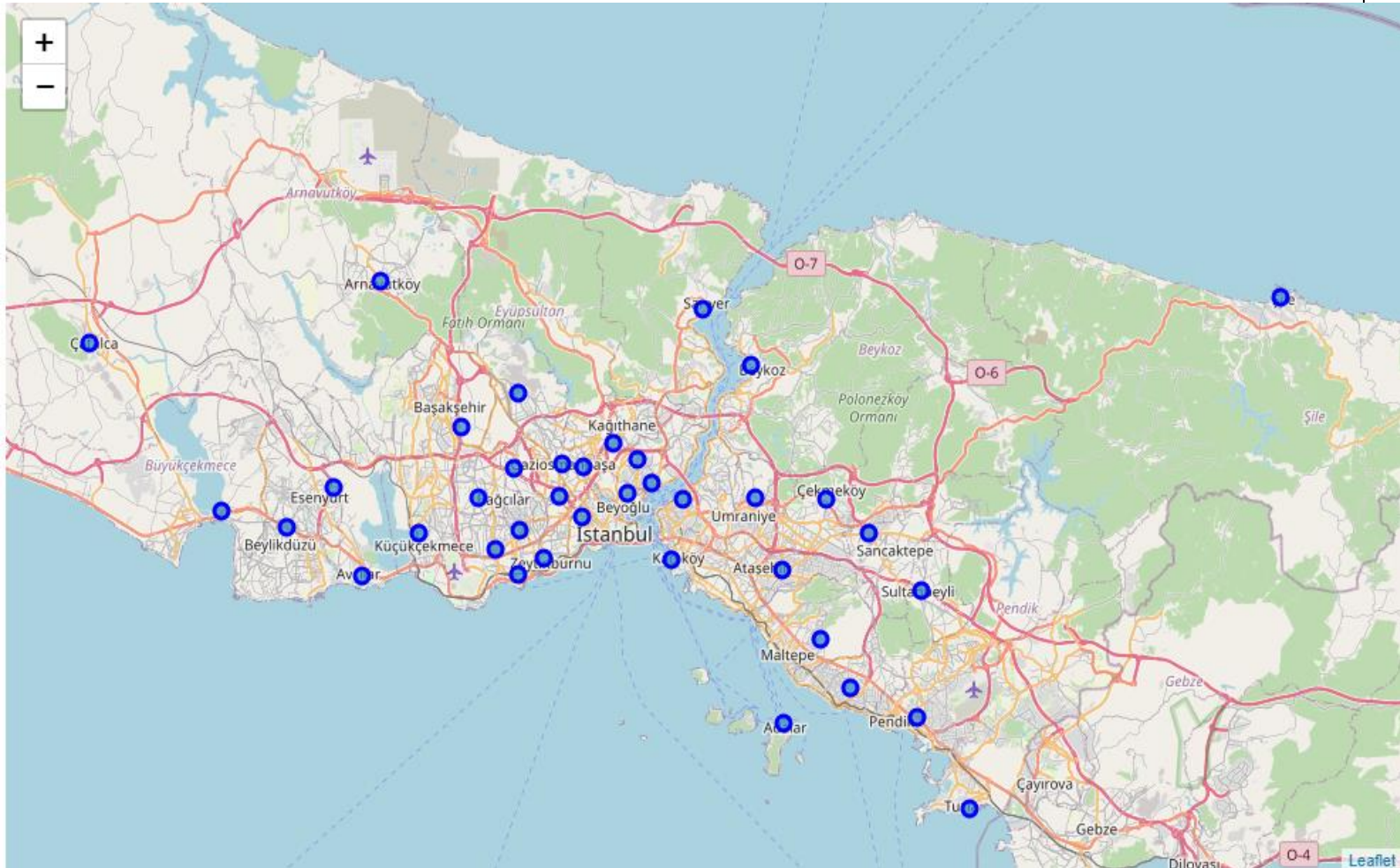
# DATA

- We will examine what data is used for clustering and where it is obtained from.
- There are differences between their districts, there will be different preferences regarding investment. The places preferred by people will be determined from foursquare according to the districts.
- Istanbul province has a total of 38 borough. The latitude and longitude values of these 38 borough and borough are given below. The georapical coordinate of İstanbul are 41.0766019, 29.052495.



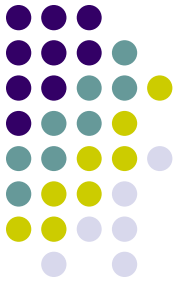
	City	Borough	Neighborhood	Latitude	Longitude
0	Istanbul	Adalar	Adalar	40.8747	29.1294
1	Istanbul	Amavutkoy	Amavutkoy	41.1864	28.7389
2	Istanbul	Atasehir	Atasehir	40.9833	29.1278
3	Istanbul	Avcilar	Avcilar	40.9792	28.7214
4	Istanbul	Bagcilar	Bagcilar	41.0341	28.8330
5	Istanbul	Bahcelievler	Bahcelievler	40.9977	28.8506
6	Istanbul	Bakirkoy	Bakirkoy	40.9804	28.8724
7	Istanbul	Basaksehir	Basaksehir	41.0837	28.8169
8	Istanbul	Bayrampasa	Bayrampasa	41.0349	28.9122
9	Istanbul	Besiktas	Besiktas	41.0441	29.0017
10	Istanbul	Beykoz	Beykoz	41.1271	29.0978
11	Istanbul	Beylikduzu	Beylikduzu	41.0133	28.6489
12	Istanbul	Beyoglu	Beyoglu	41.0371	28.9774
13	Istanbul	Buyukcekmece	Buyukcekmece	41.0248	28.5854
14	Istanbul	Catalca	Catalca	41.1421	28.4575
15	Istanbul	Cekmekoy	Cekmekoy	41.0323	29.1695
16	Istanbul	Esenler	Esenler	41.0542	28.8676
17	Istanbul	Esenyurt	Esenyurt	41.0412	28.6939
18	Istanbul	Eyupsultan	Eyupsultan	41.0551	28.9346
19	Istanbul	Fatih	Fatih	41.0203	28.9339
20	Istanbul	Gaziosmanpasa	Gaziosmanpasa	41.0576	28.9153

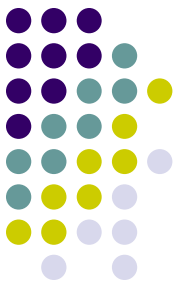
21	Istanbul	Gungoren	Gungoren	41.0105	28.8741
22	Istanbul	Kadikoy	Kadikoy	40.9903	29.0205
23	Istanbul	Kagithane	Kagithane	41.0717	28.9646
24	Istanbul	Kartal	Kartal	40.8999	29.1936
25	Istanbul	Kucukcekmece	Kucukcekmece	41.0092	28.7757
26	Istanbul	Maltepe	Maltepe	40.9339	29.1650
27	Istanbul	Pendik	Pendik	40.8796	29.2580
28	Istanbul	Sancaktepe	Sancaktepe	41.0090	29.2109
29	Istanbul	Sariyer	Sariyer	41.1664	29.0500
30	Istanbul	Silivri	Silivri	41.0737	28.2479
31	Istanbul	Sultanbeyli	Sultanbeyli	40.9684	29.2620
32	Istanbul	Sultangazi	Sultangazi	41.1070	28.8714
33	Istanbul	Sile	Sile	41.1749	29.6096
34	Istanbul	Sisli	Sisli	41.0604	28.9878
35	Istanbul	Tuzla	Tuzla	40.8144	29.3094
36	Istanbul	Umraniye	Umraniye	41.0338	29.1013
37	Istanbul	Uskudar	Uskudar	41.0327	29.0319
38	Istanbul	Zeytinburnu	Zeytinburnu	40.9910	28.8968



# Number of Venues in each Borough

Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
Adalar	100	100	100	100	100	100
Arnavutkoy	100	100	100	100	100	100
Atasehir	100	100	100	100	100	100
Avclar	100	100	100	100	100	100
Bagcilar	100	100	100	100	100	100
Bahcelievler	100	100	100	100	100	100
Bakirkoy	100	100	100	100	100	100
Basaksehir	100	100	100	100	100	100
Bayrampasa	100	100	100	100	100	100
Beşiktaş	100	100	100	100	100	100
Beykoz	100	100	100	100	100	100
Beylikduzu	100	100	100	100	100	100
Beyoglu	100	100	100	100	100	100
Buyukcekmece	100	100	100	100	100	100
Catalca	92	92	92	92	92	92
Cekmekoy	100	100	100	100	100	100
Esenler	100	100	100	100	100	100
Esenyurt	100	100	100	100	100	100
Eyupsultan	100	100	100	100	100	100
Fatih	100	100	100	100	100	100
Gaziosmanpasa	100	100	100	100	100	100
Gungoren	100	100	100	100	100	100
Kadikoy	100	100	100	100	100	100
Kagithane	100	100	100	100	100	100
Kartal	100	100	100	100	100	100
Kucukcekmece	100	100	100	100	100	100
Maltepe	100	100	100	100	100	100
Pendik	100	100	100	100	100	100
Sancaktepe	100	100	100	100	100	100
Sarıyer	100	100	100	100	100	100
Sile	100	100	100	100	100	100
Silivri	100	100	100	100	100	100
Siili	100	100	100	100	100	100
Sultanbeyli	100	100	100	100	100	100
Sultangazi	100	100	100	100	100	100
Tuzla	100	100	100	100	100	100
Umraniye	100	100	100	100	100	100
Uskudar	100	100	100	100	100	100
Zeytinburnu	100	100	100	100	100	100





# METHODOLOGY

- We will examine the venues we group by boroughs. We will create a new data frame and examine the categories of venue by boroughs. A total of 283 different venues have been created.

:

	Night Market	African Restaurant	Airport Food Court	American Restaurant	Antique Shop	Aquarium	Arcade	Art Gallery	Art Museum	Arts & Crafts Store	...	Voting Booth	Watch Shop	Water Park	Waterfall	Waterfront	Wine Bar	Wine Shop
0	0	0	0	0	0	0	0	0	0	0	...	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	...	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	...	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	...	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	...	0	0	0	0	0	0	0

5 rows × 284 columns



# The Grouped Data Frame

	Neighborhood	Night Market	African Restaurant	Airport Food Court	American Restaurant	Antique Shop	Aquarium	Arcade	Art Gallery	Art Museum	...	Voting Booth	Watch Shop	Water Park	Waterfall	Waterfront	V
0	Adalar	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	...	0.00	0.00	0.00	0.00	0.05	
1	Arnavutkoy	0.01	0.00	0.01	0.00	0.00	0.00	0.02	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
2	Atasehir	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.00	...	0.00	0.00	0.00	0.00	0.00	
3	Avclar	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
4	Bagilar	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
5	Bahcelievler	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
6	Bakirkoy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.01	0.00	0.00	0.00	
7	Basaksehir	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
8	Bayrampasa	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	...	0.00	0.00	0.00	0.00	0.00	
9	Besiktas	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	...	0.00	0.00	0.00	0.00	0.02	
10	Beykoz	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	...	0.00	0.00	0.00	0.01	0.04	
11	Beylikduzu	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
12	Beyoglu	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.02	...	0.00	0.00	0.00	0.00	0.00	
13	Buyukcekmece	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	...	0.01	0.00	0.00	0.00	0.01	
14	Catalca	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
15	Cekmekoy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	...	0.00	0.00	0.00	0.00	0.00	
16	Esenler	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
17	Esenyurt	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	...	0.00	0.00	0.01	0.00	0.00	
18	Eyupsultan	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	...	0.00	0.00	0.00	0.00	0.00	
19	Fatih	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	...	0.00	0.00	0.00	0.00	0.00	
20	Gaziosmanpasa	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.00	...	0.00	0.00	0.00	0.00	0.00	
21	Gungoren	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
22	Kadikoy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	...	0.00	0.00	0.00	0.00	0.03	
23	Kagithane	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	...	0.00	0.00	0.00	0.00	0.00	
24	Kartal	0.00	0.01	0.00	0.00	0.00	0.00	0.02	0.00	0.00	...	0.00	0.00	0.00	0.00	0.01	
25	Kucukcekmece	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
26	Maltepe	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
27	Pendik	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	...	0.00	0.00	0.00	0.00	0.00	
28	Sancaktepe	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
29	Sariyer	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.00	0.00	0.04	
30	Sile	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.01	0.00	0.00	
31	Silivri	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	...	0.00	0.00	0.00	0.00	0.01	
32	Sisli	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.02	...	0.00	0.00	0.00	0.00	0.00	
33	Sultanbeyli	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.00	0.00	0.01	
34	Sultangazi	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
35	Tuzla	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.01	0.00	...	0.00	0.00	0.00	0.00	0.01	
36	Umraniye	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.00	0.00	0.00	0.00	
37	Uskudar	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.02	...	0.00	0.00	0.00	0.00	0.06	
38	Zeytinburnu	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	...	0.00	0.01	0.00	0.00	0.00	

39 rows x 284 columns





# Clustering



- And now our data is ready for clustering algorithm. I have set 5 clusters. I use Kmeans algorithm from sklearn library.

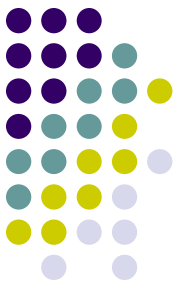
	City	Borough	Neighborhood	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
0	Istanbul	Adalar	Adalar	40.6747	29.1294	4	Hotel	Restaurant	Beach	Café	Breakfast Spot	Seafood Restaurant	Waterfront	Campground
1	Istanbul	Amavutkoy	Amavutkoy	41.1864	28.7389	0	Café	Restaurant	Steakhouse	Kofte Place	Breakfast Spot	Turkish Restaurant	Dessert Shop	
2	Istanbul	Atasehir	Atasehir	40.9833	29.1278	3	Restaurant	Café	Park	Steakhouse	Coffee Shop	Hotel	Kebab Restaurant	
3	Istanbul	Avclar	Avclar	40.9792	28.7214	0	Café	Dessert Shop	Restaurant	Coffee Shop	Gym / Fitness Center	Steakhouse	Ice Cream Shop	Sea Restaurant
4	Istanbul	Bagcilar	Bagcilar	41.0341	28.8330	3	Café	Turkish Restaurant	Coffee Shop	Gym / Fitness Center	Hotel	Restaurant	Kebab Restaurant	Hookah

# Result and Discussion



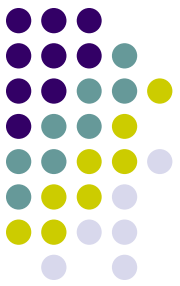
- At this stage, we will examine the clusters we mentioned in the methodology. We will give advice based on the results. There are a total of 5 clusters and we will examine them individually.

# Cluster 1



	Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	Arnavutkoy	0	Café	Restaurant	Steakhouse	Kofte Place	Breakfast Spot	Turkish Restaurant	Dessert Shop	Gym	Electronics Store	Fish & Chips Shop
3	Avclar	0	Café	Dessert Shop	Restaurant	Coffee Shop	Gym / Fitness Center	Steakhouse	Ice Cream Shop	Seafood Restaurant	Bar	Plaza
11	Beylikduzu	0	Café	Restaurant	Coffee Shop	Steakhouse	Gym / Fitness Center	Bakery	Turkish Restaurant	Park	Big Box Store	Pool
16	Esenler	0	Café	Turkish Restaurant	Coffee Shop	Steakhouse	Sporting Goods Shop	Gym / Fitness Center	Kebab Restaurant	Ice Cream Shop	Restaurant	Gym
17	Esenyurt	0	Café	Gym	Restaurant	Coffee Shop	Steakhouse	Italian Restaurant	Bakery	Bar	Hotel	Tennis Court
18	Eyupsultan	0	Café	Coffee Shop	Gym / Fitness Center	Hotel	Turkish Restaurant	Restaurant	Hookah Bar	Dessert Shop	Ice Cream Shop	Theme Park
19	Fatih	0	Café	Coffee Shop	Historic Site	Restaurant	Mosque	History Museum	Dessert Shop	Art Gallery	Hookah Bar	Turkish Restaurant
20	Gaziosmanpasa	0	Café	Turkish Restaurant	Gym / Fitness Center	Ice Cream Shop	Restaurant	Sporting Goods Shop	Hotel	Dessert Shop	Gym	Theme Park
22	Kadikoy	0	Café	Coffee Shop	Soccer Stadium	Park	Restaurant	Hotel	Dessert Shop	Pool	Waterfront	Breakfast Spot
25	Kucukcekmece	0	Café	Turkish Restaurant	Gym / Fitness Center	Steakhouse	Ice Cream Shop	Coffee Shop	Hookah Bar	Park	Restaurant	Kebab Restaurant
27	Pendik	0	Café	Hotel	Turkish Restaurant	Gym / Fitness Center	Gym	Bakery	Restaurant	Breakfast Spot	Art Gallery	Salon / Barbershop
28	Sancaktepe	0	Café	Restaurant	Pool	Gym / Fitness Center	Coffee Shop	Steakhouse	Food Court	Turkish Restaurant	Gym	Seafood Restaurant
32	Sultangazi	0	Café	Turkish Restaurant	Gym / Fitness Center	Lounge	Restaurant	Music Venue	Soccer Field	Bakery	Ice Cream Shop	Steakhouse

# Cluster 2 and Cluster 3



	Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
10	Beykoz	1	Café	Seafood Restaurant	Coffee Shop	Waterfront	Restaurant	Gym / Fitness Center	Tennis Court	Historic Site	Other Great Outdoors	Scenic Lookout
13	Buyukcekmece	1	Seafood Restaurant	Turkish Restaurant	Café	Hookah Bar	Steakhouse	Scenic Lookout	Coffee Shop	Soccer Field	Bar	Fish & Chips Shop
24	Kartal	1	Café	Turkish Restaurant	Seafood Restaurant	Restaurant	Coffee Shop	Gym	Ice Cream Shop	Dessert Shop	Athletics & Sports	Hotel
29	Sariyer	1	Seafood Restaurant	Café	Bakery	Turkish Restaurant	Waterfront	Restaurant	Hotel	Scenic Lookout	Gym	Steakhouse
30	Silivri	1	Café	Seafood Restaurant	Steakhouse	Gym / Fitness Center	Beach	Garden	Gym	Soup Place	Turkish Restaurant	Park
35	Tuzla	1	Café	Seafood Restaurant	Coffee Shop	Gym / Fitness Center	Grocery Store	Steakhouse	Gym	Kofte Place	Hotel	Breakfast Spot

	Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
9	Besiktas	2	Hotel	Coffee Shop	Park	Lounge	Art Museum	Dessert Shop	Boutique	Bar	Nightclub	History Museum
12	Beyoglu	2	Hotel	Coffee Shop	Art Gallery	Boutique	Park	Dessert Shop	Gym / Fitness Center	History Museum	Concert Hall	Nightclub
34	Sisli	2	Coffee Shop	Hotel	Bakery	Café	Steakhouse	Lounge	Boutique	Park	Bar	Concert Hall
37	Uskudar	2	Park	Hotel	Waterfront	Historic Site	Coffee Shop	Café	Dessert Shop	Dance Studio	Breakfast Spot	Turkish Restaurant

# Cluster 4 and Cluster 5



	Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
2	Atasehir	3	Restaurant	Café	Park	Steakhouse	Coffee Shop	Hotel	Kebab Restaurant	Pool	Gym / Fitness Center	Convenience Store
4	Bagcilar	3	Café	Turkish Restaurant	Coffee Shop	Gym / Fitness Center	Hotel	Restaurant	Kebab Restaurant	Hookah Bar	Doner Restaurant	Department Store
5	Bahcelievler	3	Café	Dessert Shop	Turkish Restaurant	Bakery	Gym / Fitness Center	Spa	Coffee Shop	Hotel	Pizza Place	Seafood Restaurant
6	Bakirkoy	3	Café	Coffee Shop	Restaurant	Gym / Fitness Center	Dessert Shop	Spa	Hotel	Bakery	Pizza Place	Salon / Barbershop
7	Basaksehir	3	Café	Steakhouse	Turkish Restaurant	Furniture / Home Store	Department Store	Coffee Shop	Dessert Shop	Shopping Mall	Bakery	Hotel
8	Bayrampasa	3	Café	Coffee Shop	Turkish Restaurant	Dessert Shop	Restaurant	Gym / Fitness Center	Sporting Goods Shop	Ice Cream Shop	Pide Place	Kebab Restaurant
14	Catalca	3	Café	Farm	Steakhouse	Restaurant	Turkish Restaurant	Garden	Plaza	Park	Breakfast Spot	Coffee Shop
15	Cekmekoy	3	Café	Restaurant	Turkish Restaurant	Coffee Shop	Gym / Fitness Center	Bakery	Food Court	Ice Cream Shop	Park	Dessert Shop
21	Gungoren	3	Dessert Shop	Café	Gym / Fitness Center	Turkish Restaurant	Coffee Shop	Steakhouse	Bakery	Pizza Place	Restaurant	Seafood Restaurant
23	Kagithane	3	Café	Coffee Shop	Steakhouse	Art Gallery	Turkish Restaurant	Theater	Hotel	Dessert Shop	Gym	Lingerie Store
26	Maltepe	3	Café	Restaurant	Coffee Shop	Gym	Arcade	Turkish Restaurant	Breakfast Spot	Furniture / Home Store	Scenic Lookout	Sporting Goods Shop
31	Sultanbeyli	3	Café	Turkish Restaurant	Coffee Shop	Restaurant	Gym	Park	Kebab Restaurant	Steakhouse	Pool	Gym / Fitness Center
36	Umraniye	3	Café	Coffee Shop	Dessert Shop	Gym / Fitness Center	Turkish Restaurant	Scenic Lookout	Furniture / Home Store	Bakery	Restaurant	Burger Joint
38	Zeytinburnu	3	Café	Coffee Shop	Gym / Fitness Center	Restaurant	Turkish Restaurant	Bakery	Dessert Shop	Spa	Sporting Goods Shop	Ice Cream Shop

	Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Adalar	4	Hotel	Restaurant	Beach	Café	Breakfast Spot	Seafood Restaurant	Waterfront	Campground	Bed & Breakfast	Scenic Lookout
33	Sile	4	Beach	Hotel	Café	Seafood Restaurant	Restaurant	Steakhouse	Food Court	Coffee Shop	Park	Resort

# CONCLUSIONS



- At this Project we have analyzed the boroughs of Istanbul according to the number and type of the venues in each borough. We started this project with finding the latitude and longitude values of each boroughs. Then we have used Foursquare API to find the venues at each borough. And we have divided our data to the 5 clusters.

# CONCLUSIONS



- When we look at the whole of Istanbul, we see that the most preferred venue is the cafe. We see that people in Istanbul mostly visit food and hotel venues. If you want to open a cafe, you can choose many borough of Istanbul. The first choice of 29 borough was the cafe.
- If you want to open a seafood restaurant, you can open it in one of the borough in the 2nd cluster.
- If you want to open a hotel, you can choose one of the borough in the 3rd cluster.
- Investments can be made in the dessert shop in Güngören borough.
- The 2 most preferred venues in Çatalca were farms. People who come to visit here prefer to visit nature.
- Unlike other borough, the park is the most visited venue in Üsküdar.