The battle of the neighborhoods

Finding the best location to open a restaurant in Athens, Greece IBM Coursera Data Science Capstone Authored by: Rajeev Gollapalli

Chapter 1

Introduction:

Athens is the capital and largest city in Greece. It is widely referred to as the cradle of Western civilization and the birthplace of democracy, largely because of its cultural and political impact on the European continents. In modern times, Athens is a large cosmopolitan metropolis and central to economic, financial, industrial, maritime, political and cultural life in Greece. Athens is a global city and one of the biggest economic centers in southeastern Europe. The Municipality of Athens (also City of Athens), which actually constitutes a small administrative unit of the entire city, had a population of 664,046 (in 2011) within its official limits, and a land area of 38.96 km2 . The Athens Urban Area (Greater Athens and Greater Piraeus) extends beyond its administrative municipal city limits, with a population of 3,090,508 (in 2011) over an area of 412 km2 .According to Eurostat in 2011, the functional urban area (FUA) of Athens was the 9th most populous FUA in the European Union (the 6th most populous capital city of the EU), with a population of 3.8 million people. Athens is also the southernmost capital on the European mainland and the warmest major city in Europe. Athens has a lot of business opportunities and business friendly environment. This means that the market is highly competitive and therefore any business venture in the country needs to be reviewed carefully and strategically in order to make the business as profitable as possible.

Chapter 2

Business Problem:

The restaurant "ABC" is interested in opening a new restaurant in Athens. Considering that the choice of location (i.e. neighborhood) is very important, the owner of the restaurant has addressed our data science team. The main objective is to locate and recommend to the management which neighborhood could be the best choice to start off the particular business. The management also expects to figure out the rationale of these recommendations.

Chapter 3

Data:

The data used for the purpose of the project comes from the following locations: • Foursquare: It is a local search-and-discovery service which provides information on different types of entertainment, drinking and dining venues. Foursquare has an API that can be used to query their database and find information related to the venues, such as location, category, reviews and tips. • Athens neighborhood names available on https://www.google.com/maps • Athens geographic coordinates available on https://www.gps-coordinates.net