



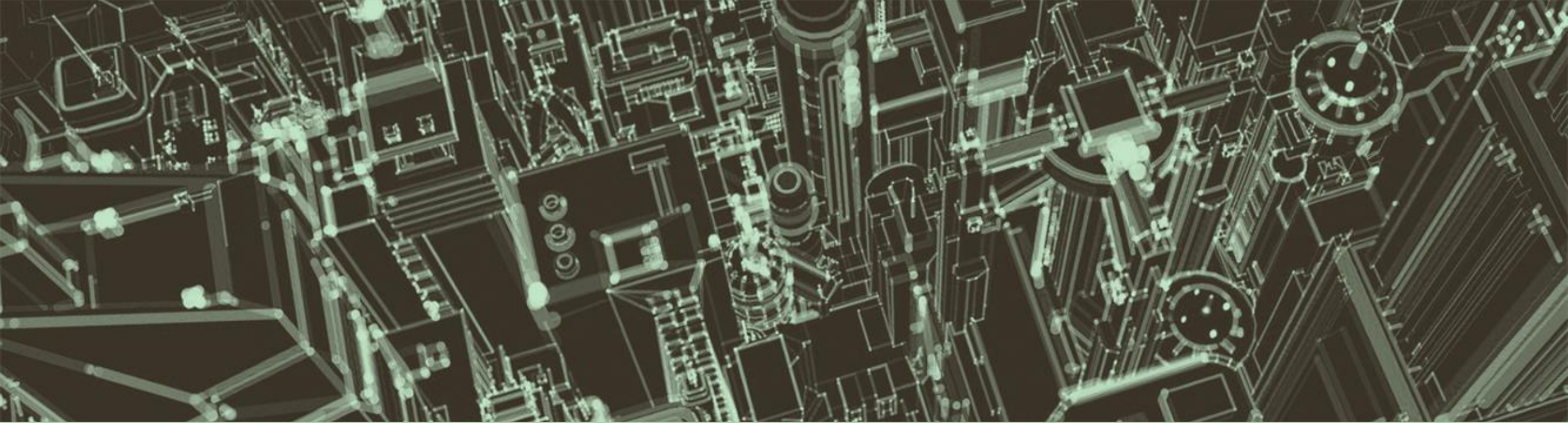
The Hipster Neighborhoods in Sofia

A Data Scientist Looking for Cool Places to Drink “Real Coffee”



Problem and Solution

- There is **no formal definition of hipster neighborhoods using objective criteria** (i.e. data) and thus confusion reigns in the market.
- This results in **improperly put price premia**, leading to some suboptimal outcomes.
- We can **solve this problem using data**:
 - Freely available city and neighborhood coordinates data on the web
 - Foursquare's rich database for location data
 - A bit of coding



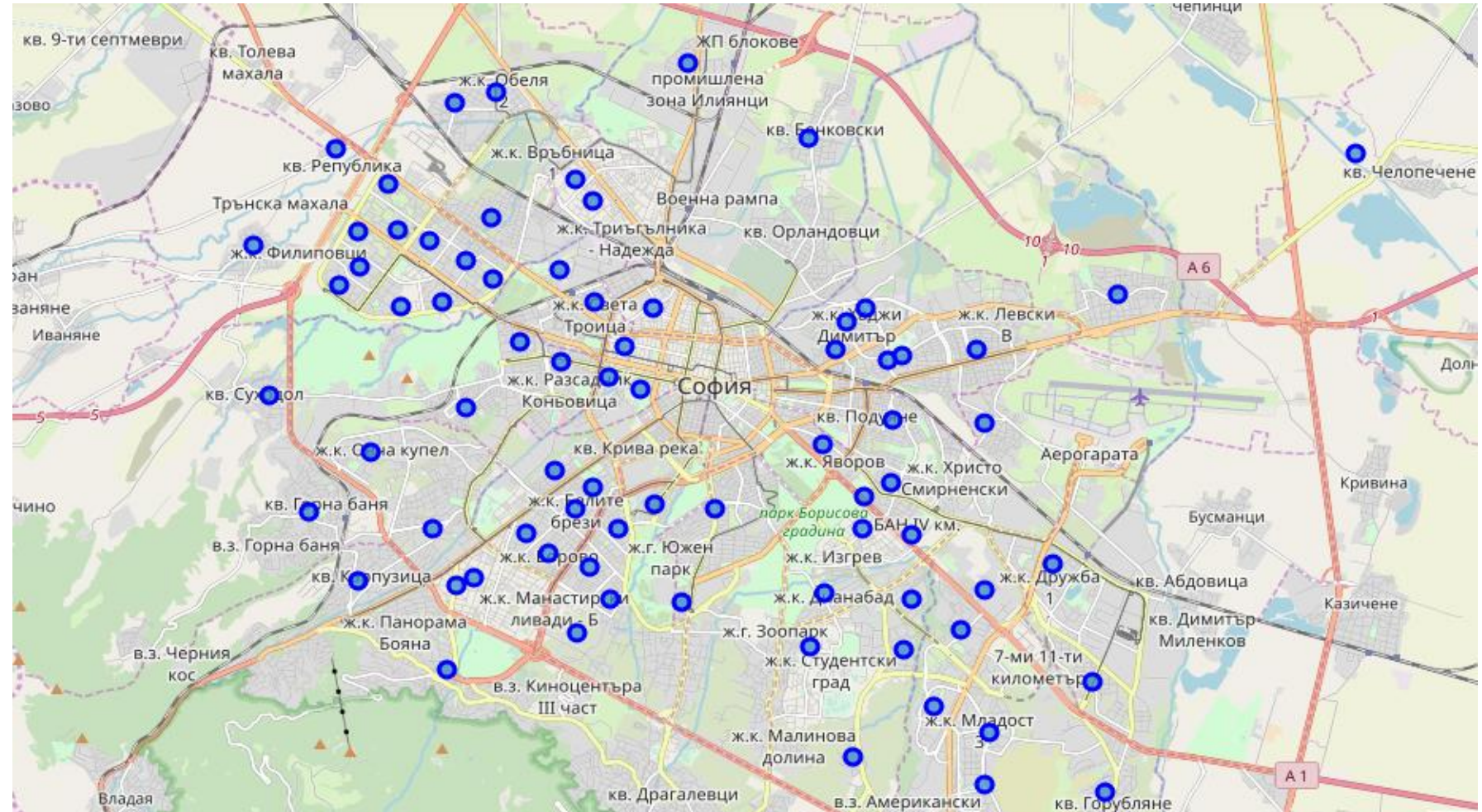
Hipster is What Hipster Does

We operationalize level of hipster through number of related venues.

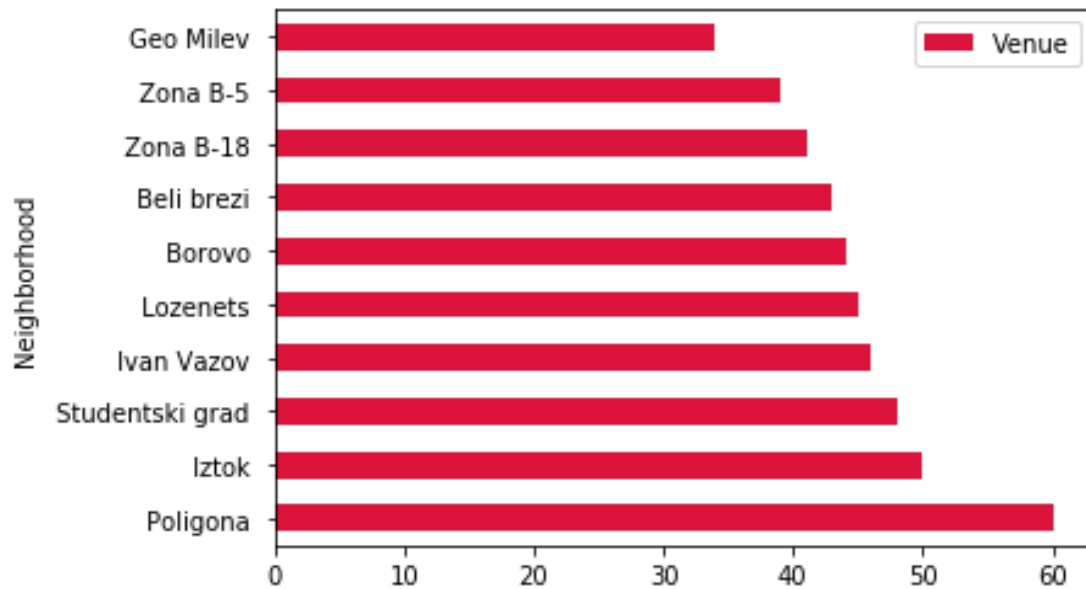


A Bird's Eye View of Sofia

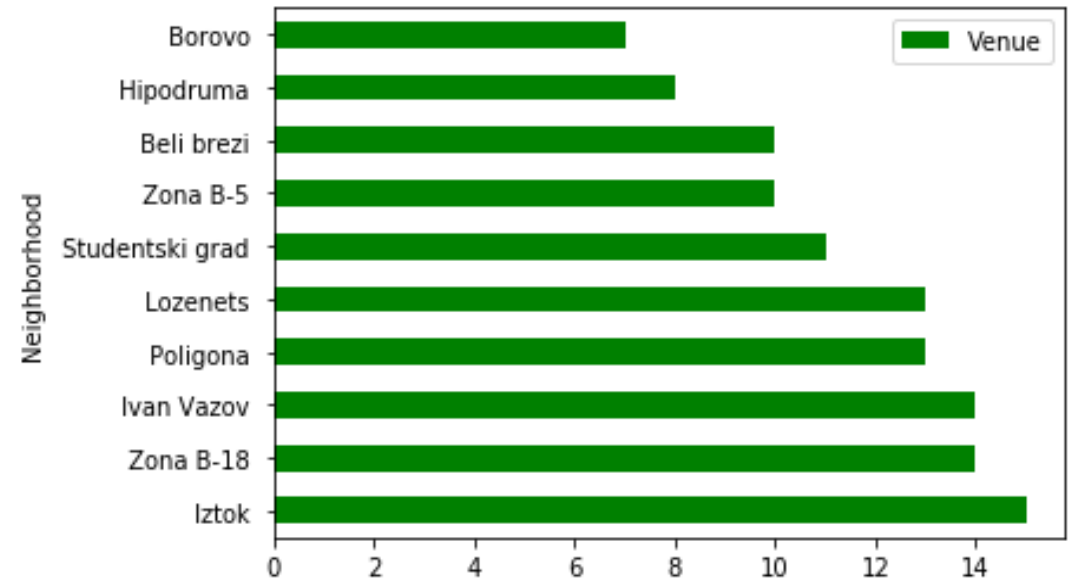
- Sofia has 83 different quarters, each with its own specifics and peculiarities



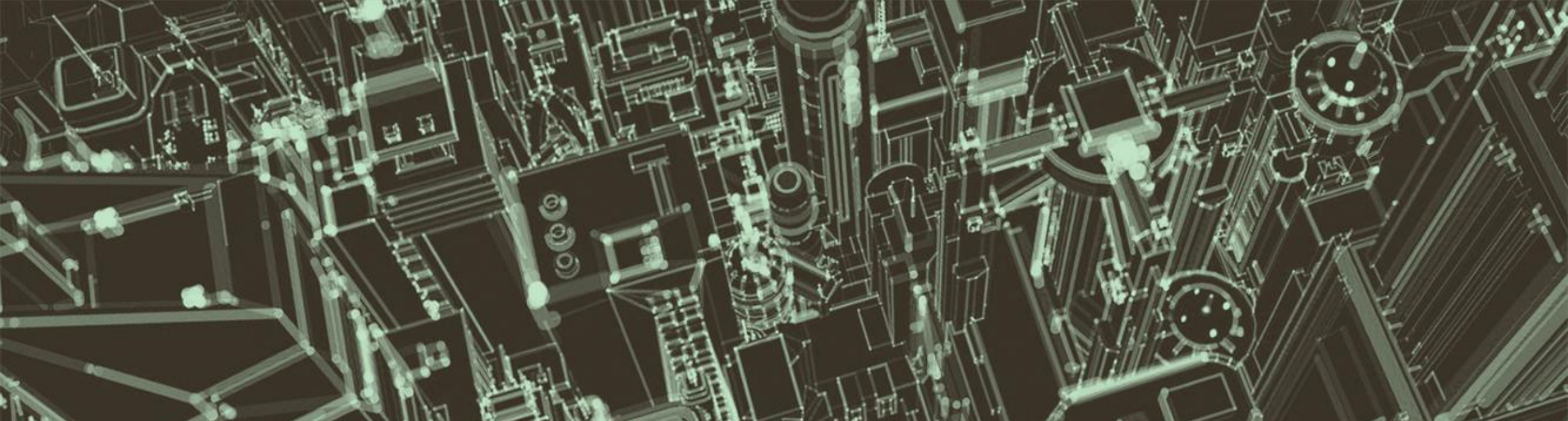
Many Places vs. Many Hipster Places



- Total Venues in A Neighborhood



- Hipster-Related Venues in A Neighborhood



Top Five Quarters to Go To

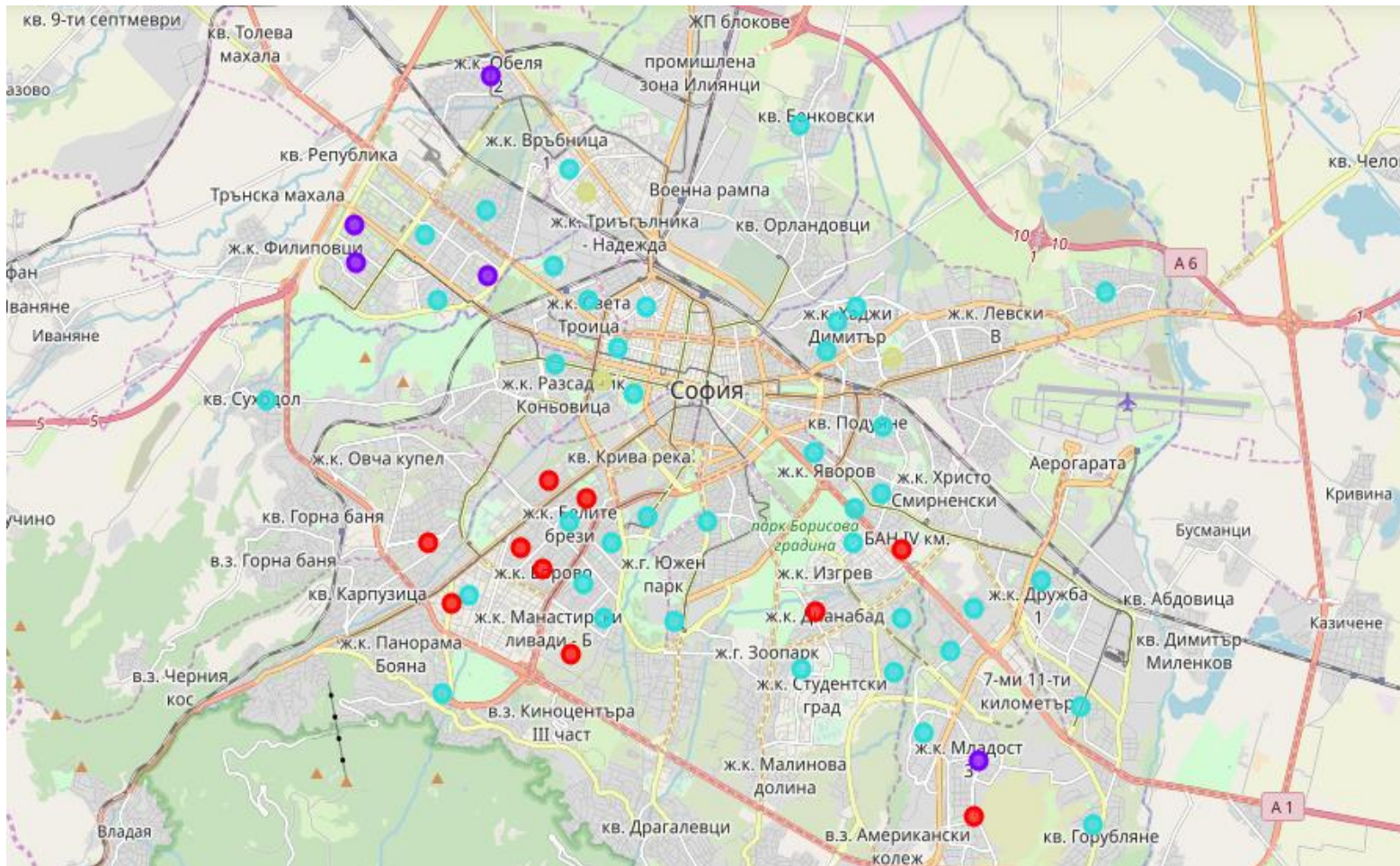
Iztok, Zona B-18, Ivan Vazov, Poligona, Lozenets



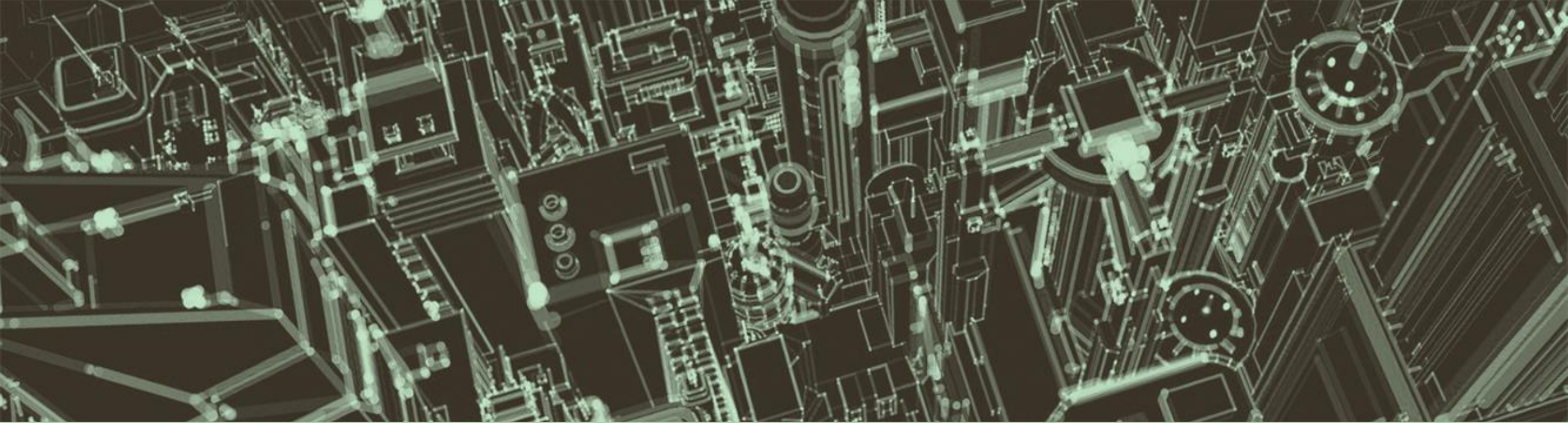
Four Different Type of Hipster

- **Turkish Quarters** - prominently features Turkish restaurants. While this not hipster quarter per se, it is likely of ethnic origin and non-mainstream inhabitants.
- **The Full Experience** - features a wide range of hipster venues ranging from cafes and bookstores all the way to ethnic, vegetarian, soul food and non-traditional restaurants. Rich in lounges, music stores and artistic venues.
- **Chinese and Gourmet** - the third cluster focuses very much on Asian (Chinese) food and related experiences. It also has gourmet shops, gastropubs and yoga studios
- **Art and Food** - this fourth cluster goes very much under two headings - exotic food (Indian, Chinese, European, and Vegetarian) and all kinds of art.

Hipster and the City – the Four Clusters



- **We recommend the full experience!**
- For it go to: Lyulin 10, Lyulin 3, Lyulin 4, Mladost 3, Obelya 2



Three Key Insights to Take Home

Following on the Next Slide



Three Short Things to Keep in Mind

- Sofia shows a significant concentration of hipster-related venues – it **only makes sense to go to Top 5 neighborhoods** and avoid the rest
- Different **expressions of hipster subculture form different clusters** – pick the one you like best and enjoy it
- There are **parts of the city that are not even remotely hipster** – avoid them if you are into this subculture, or embrace them if you are not



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Call to Action: Stop Reading and Start Exploring

