



**Location for a new
restaurant in the Moscow**

Business problem

- A well-chosen location is one of the main factors for the success of a new restaurant.
- There are about 14 thousand different food service establishments in Moscow.
- Which of metro stations areas are most suitable for opening a fusion restaurant?

Factors

- Demographics
- Accessibility
- Competition
- Visibility
- Future growth
- Crime and ecological rates

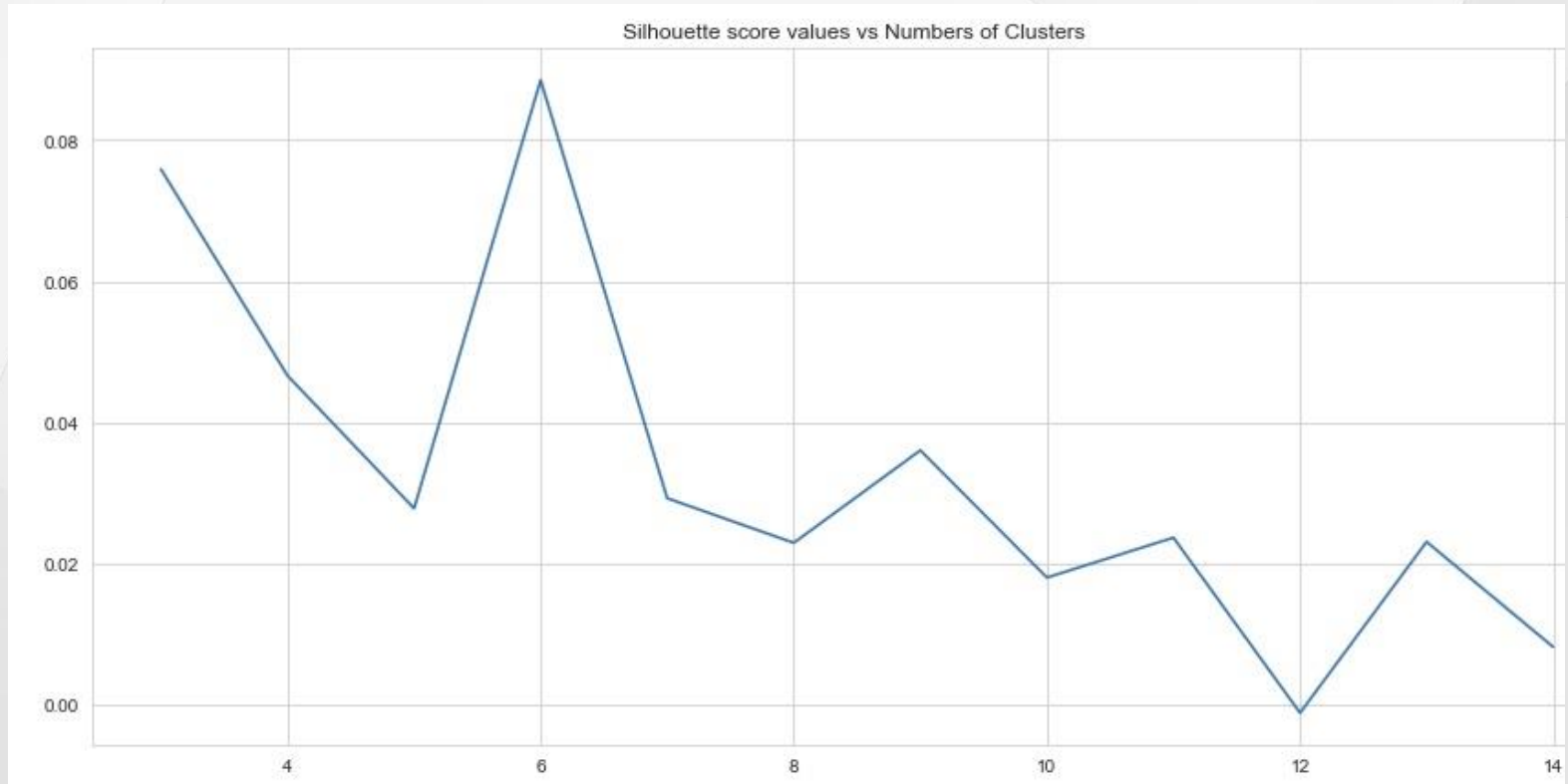
Data requirements

- Information about Moscow metro stations
- Data on the average cost of real estate at metro stations areas
- Passenger traffic per station data
- Metro stations by district data
- The pollution rating of districts

Methodology

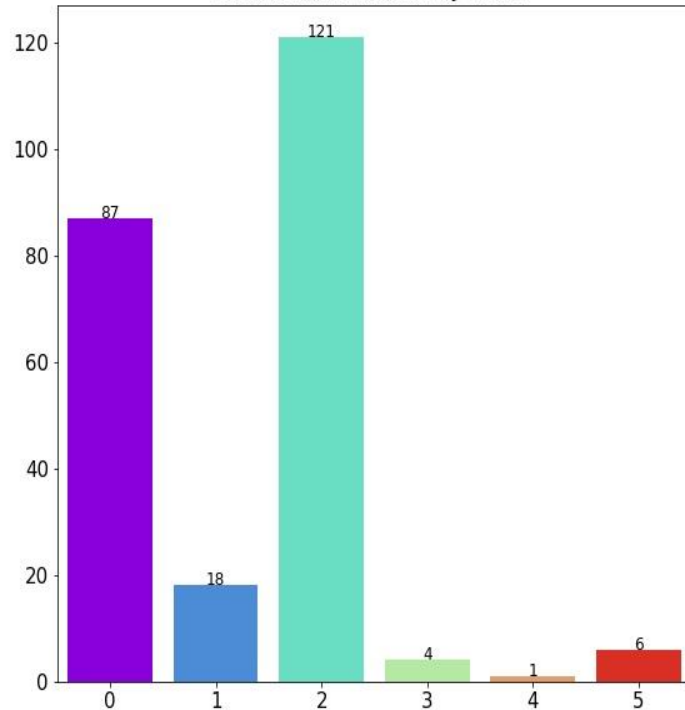
- Web scraping of internet sources
- Foursquare API
- K-means clustering
- Cluster analysis

Optimal k for k-means algorithm

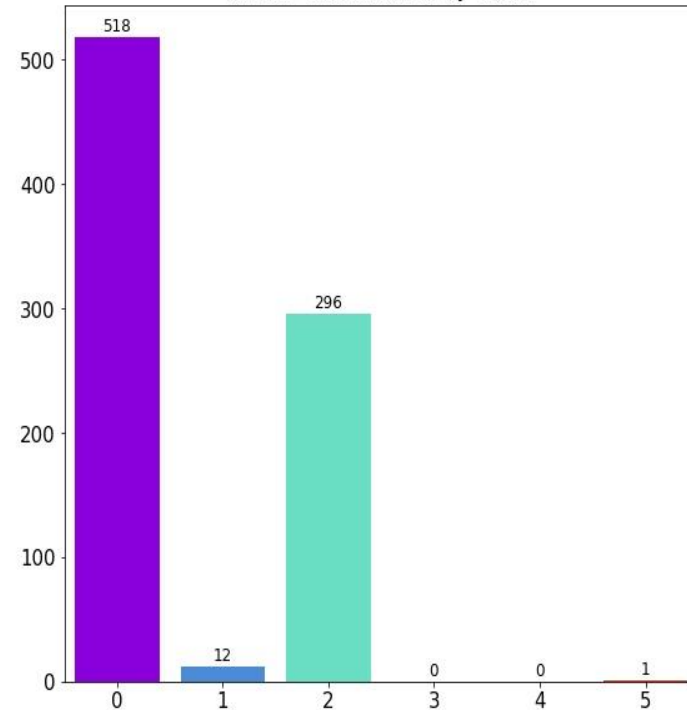


Results of clustering

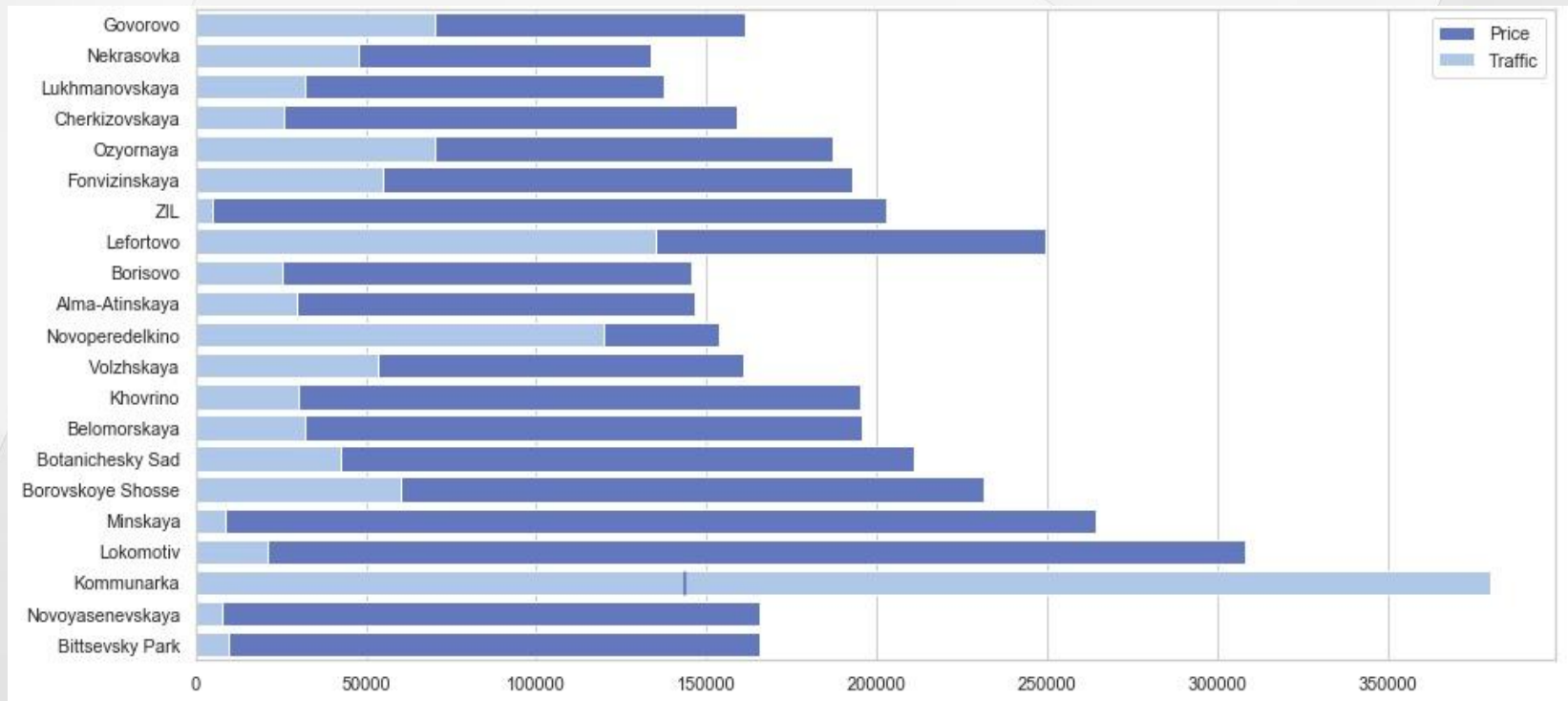
Distribution of stations by cluster



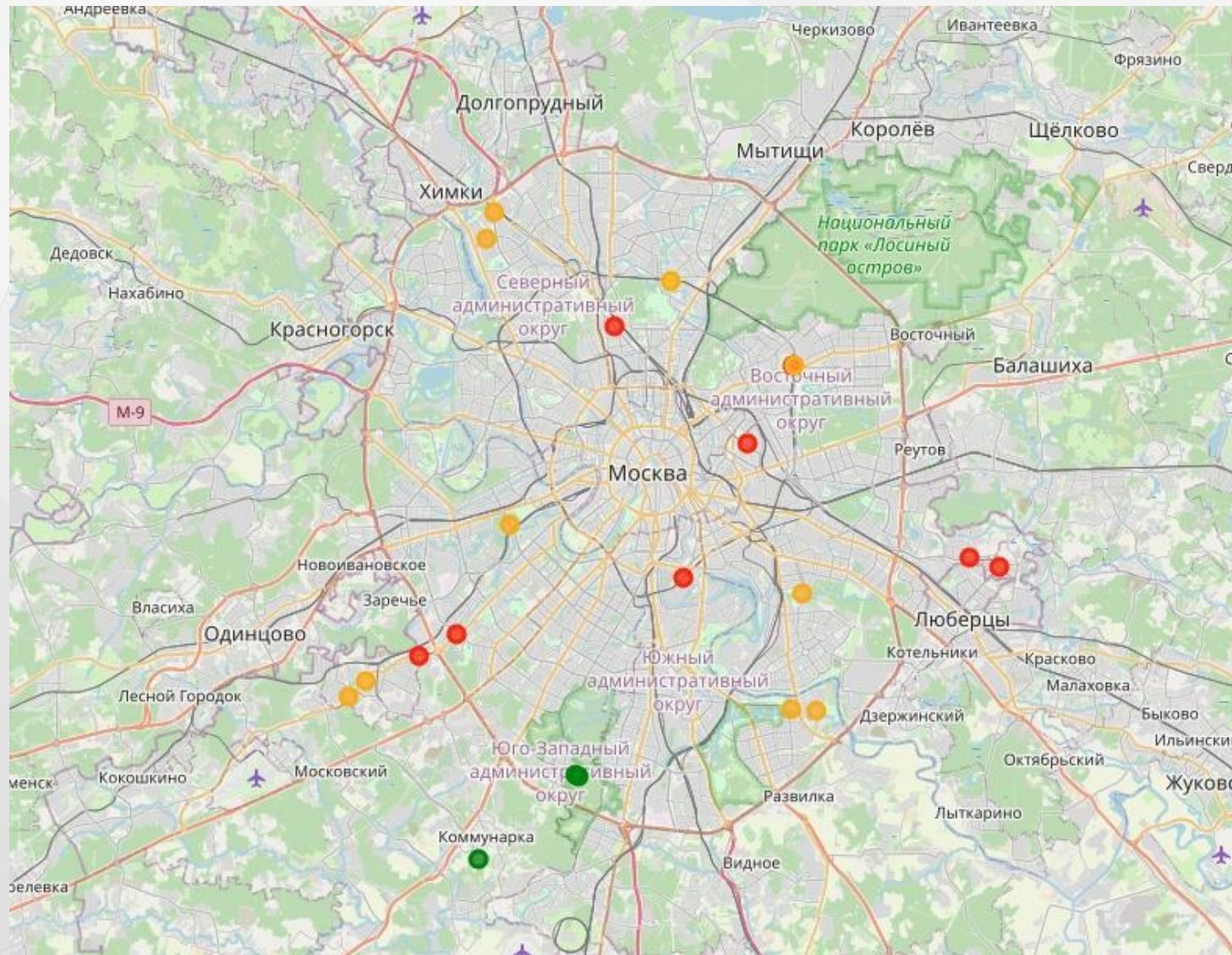
Number of restaurants by cluster



Final Results



Final locations



Conclusion

- Final sample included 20 station areas, considering paired stations
- To choose the best location, in-depth analysis of areas is needed

Ideas

- Selecting a price segment
- Parking zones data
- Road traffic analysis (accessibility for suppliers)
- City districts as locations for analysis