OPENING A CAFÉ IN BERLIN

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BUSINESS PROBLEM

- Coffee houses have been an important social gathering point in Europe.

- They provide a forum for exchanging views and nurturing public opinion across the social spectrum.

- Nowadays the number of cafes in Berlin are increasing in the rapid rate and provide great revenue to the owners and property developers.

- Selecting the location of cafes plays an important role in the success of it due to the competition with other emerging cafes and famous coffee chains.

- Many entrepreneurs will be interested in opening a café in the capital city of Germany.

DATA

- The list of neighbourhoods in Berlin. Our project is confined to the city of Berlin, Germany , Europe.

- The latitude and longitude of the neighbourhoods of Berlin.

- Venues data, particularly data related to cafes.

- Sources:

- Wikipedia page 'https://en.wikipedia.org/wiki/Boroughs_and_neighborhoods_of_Berlin'

- Foursquare API for venue data

METHODOLOGY

- Extracting the data from webpage using web scrapping from BeautifulSoup and requests package.

- Get the latitude and longitude using Geocoders.

- Use Foursquare API to get venue.

- Filter the venue category by Cafes.

- Perform clustering on data using K-means technique

- Visualization of the clusters of neighbourhood in a map.

RESULTS

- Cluster 0: Neighbourhoods with less concentration of cafes. (red colour)

- Cluster 1: Neighbourhoods with high concentration of cafes. (blue colour)

- Cluster 2: Neighbourhoods with moderate concentration of cafes. (mint colour)

CONCLUSION

- 'Mitte' which is the often referred as Berlin's centre, due to many famous monuments has a cluster 0, so there are less cafes in the neighbourhood. It will be a huge advantage to set up a café in city centre which attracts huge number of tourists.

- 'Charlottenburg-Wilmersdorf' has moderate number of cafes. Setting up a café in this neighbourhood can be great prospect as this neighbourhood is near to the Olympic Stadium which host many events including Bundesliga games for Hertha Berlin team.

- Neighbourhoods with less concentration of cafes are the suburbs of Berlin except the 'Mitte'.

- NeukÃ¶lln is renowned for many famous museums has moderate number of cafes in the neighbourhood.