

# Kyiv's Best Locations Analysis for a New Venue Opening

## 1. Description and Discussion of the Background

Kyiv, a capital of Ukraine is middle-sized European city with population of about 3 mln. people and average population density of 3 299 people per square kilometer. There are 10 Administrative Divisions in Kyiv that we'll consider.

For last several years, Kyiv HoReCa segment has been growing very fast. Currently Kyiv central areas are fulfilled with restaurants and coffeeshops, new venues are to be opened every day, so the market in general is still in positive dynamics.

At the same time, residential areas far from city center are yet feel the lack of the venues to socialize and have a rest. An entrance level to open a new restaurant there is still rather low instead of city center with its uprising rent rates and high concentration of venues.

Therefore, to find a proper location with low rent and a stable flow of consumers in the non-center Boroughs with the highest development potential is a question to define in a further research. To make a decision on the location of a new venue to be opened the vendor has to consider all the aspects of surrounding environment – rent rates, neighborhood population density, demographics, nearby venues and sightseeing.

So, our analysis is addressed to the vendors looking for the best locations to open a new venue – restaurant or coffee shop.

## 2. Data Description

To solve the problem we have to explore the Boroughs using open data sources:

- Second-level Administrative Divisions of Ukraine from Spatial Data Repository of NYU. The .json file has coordinates of all cities of Ukraine. We have to clean the data and reduce it to Kiev city where we'll use it to create a choropleth map of Kyiv property values.
- Forsquare API to get the venues (restaurants and coffee shops in particular) of given Kyiv Boroughs.
- Actual Kyiv primary housing market prices - average for each Borough – for the lack of affordable online information on commercial property prices and rent rates we'll use it to create a choropleth map of Kyiv property values.
- Google Map, 'Search Nearby' option to get the center coordinates of the each Borough.

- Kyiv Wikipedia page to get data on Boroughs population density.