

IBM DATA SCIENCE PROFESSIONAL CERTIFICATE CAPSTONE

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TOPIC: Locating the best place to open a restaurant or hotel in Hamburg

Introduction/Business Problem

In Hamburg, if someone is looking to open a restaurant, where would you recommend that they open it? Similarly, if a contractor is trying to start their own hotel business, where would you recommend that they setup their hotel?

Data used

We will use Data from <https://launix.de/launix/wp-content/uploads/2019/06/PLZ.csv> to find the Postal Codes for each Neighborhood and the Foursquare API to find the Latitude and Longitude for each Neighborhood.

Methology

We use the results of the previous module, to find area with most restaurants and hotels.

Results

Most restaurants and most hotels in Hamburg are in the area with Postal Code 20459. In this area the "Portugiesenviertel" (Portuguese district) is located with many Portuguese restaurants.

Conclusion

Most areas are very similar. The cluster analysis shows two big clusters where you can find mainly restaurants, hotels and cafes. One cluster has a lot of supermarkets.