

## **Introduction/Business Problem**

Best location for a burger pub in Munich

How to find the best location for start and open a burger pub in Munich ?

This is the question that a client, Karl, asked me and that I decided to answer in this project. This kind of problem is very interesting because the approach and the techniques used to solve this one could be used also for solving other types of business problems as: the best location for opening a restaurant, a shop, etc...

Potentially all people who want to start a business where the location is important could be interested to this kind of approach and solution.

In particular Karl is interested to find the best place where to place the burger pub and due to the high diversity and large size of Munich asked me to help him.

Munich has 33 different locations and thanks to Foursquare we will find what is the best location where to place the burger according to some parameters. So we will find the locations where the number of burger pub are less and the number of potentially clients are more (presence of schools, universities, offices...)