What kind of restaurant in Riga?

A comparative study

More tourists to Riga!

A record number of tourists visited Riga last year - 3.5 million, which was 1.4 times more than in 2017, the Riga Tourism Development Bureau informed LETA.

The largest number of tourists visiting the Latvian capital in 2018 were from Germany - 176,000 or 11.9% of the total number of foreign tourists visiting the city. This was followed by tourists from Russia - 173,800, or 11.6%, Estonia - 109,800, or 7.4%, Lithuania - 100,400 or 6.7%, and Great Britain - 98,700 or 6.6%.

Tourists need to eat!

Business opportunity in Riga:

Starting new restaurants to support the growing number of visiting tourists

A restaurant is first of all defined by the kind of food served. So the *question for restaurant entrepreneurs* is:

What kind of food to serve in a new restaurant in Riga?

Method: Compare and conclude!

1. Tourist areas in Europe comparable with the area of Riga
2. Get restaurants and their types for all these areas
3. Cluster the areas to identify those that are similar to Riga
4. Identify the restaurant types that are underrepresented in Riga compared to the rest of the cluster
5. Conclude that those restaurant types have a relatively high probability of success.

Museums!

… is where tourists go to!

Using the FourSquare REST API

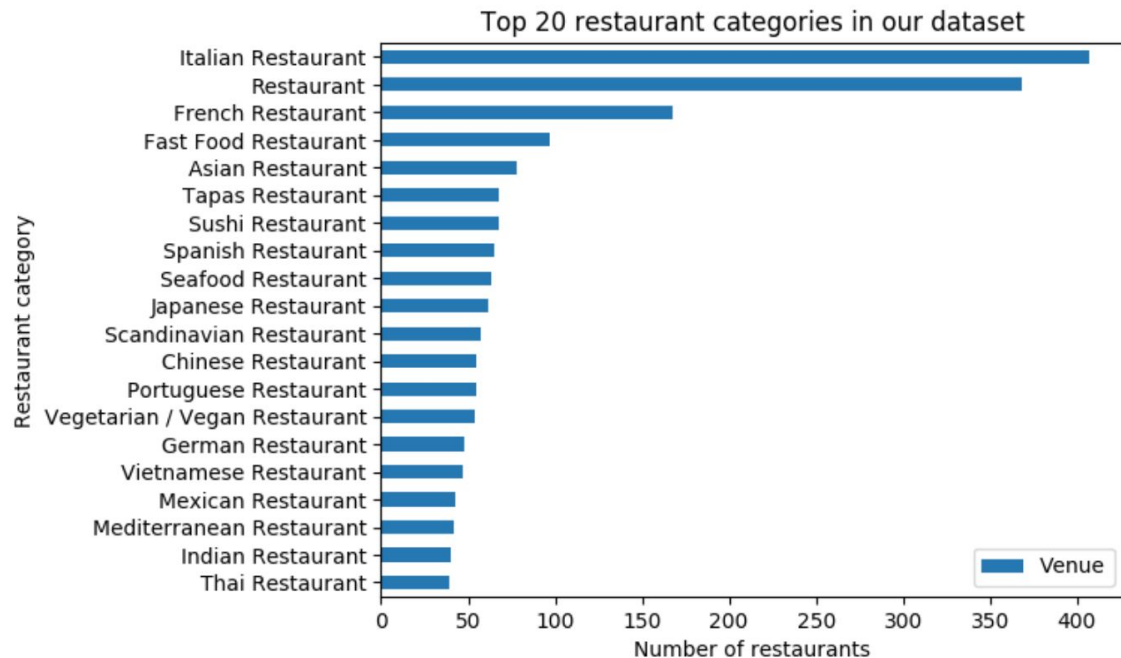We get restaurants and restaurant categories from the FourSquare service

What restaurant categories do we have?

Top 20 restaurant categories in our dataset

How many restaurants per restaurant category?

Distribution of the number of restaurants per restaurant category
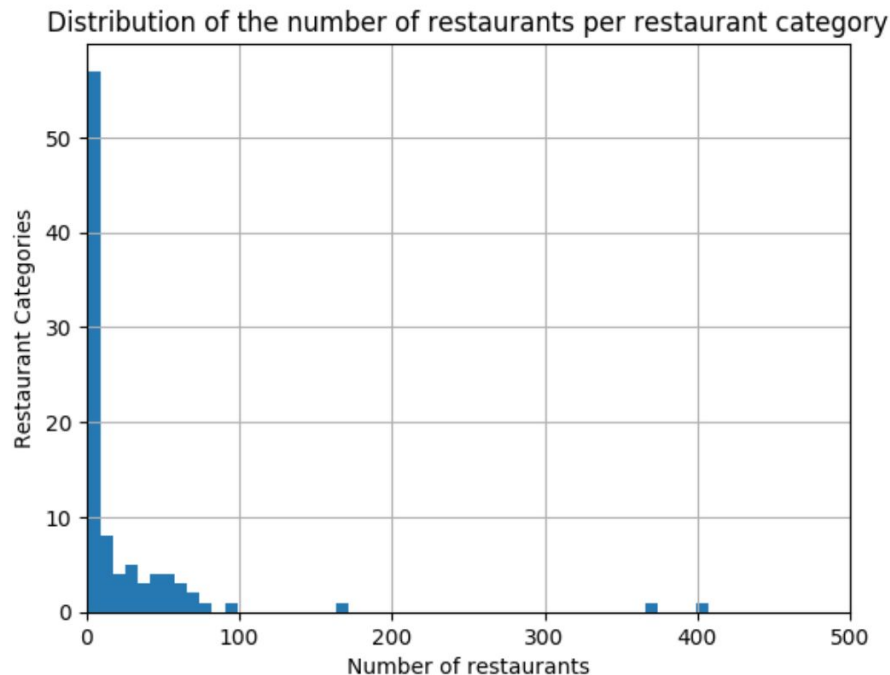
How many restaurants near each museum?

Distribution of the number of restaurants per museum vicinity
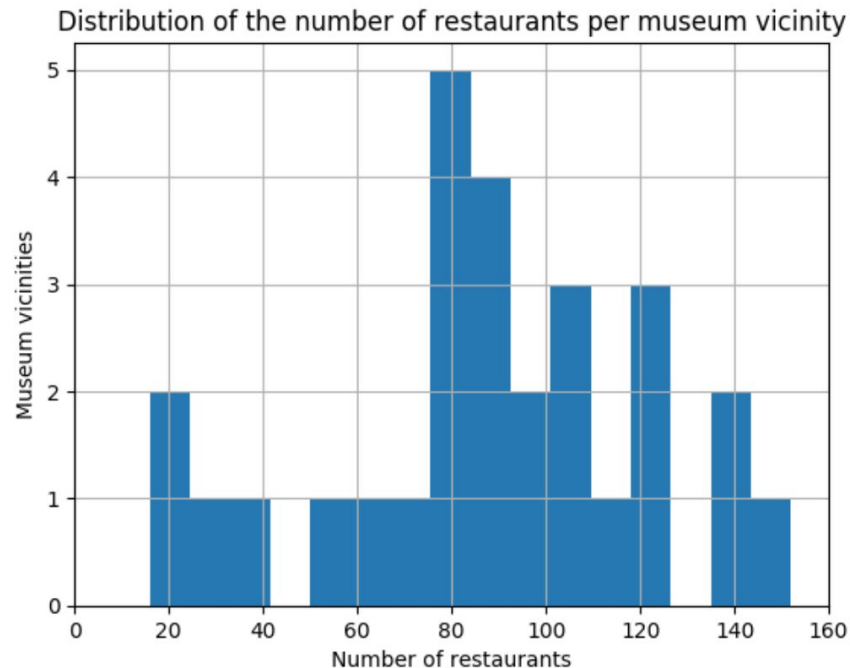
On this data

- Top restaurant categories: Italian Restaurant, "Restaurant", French Restaurant, and Fast Food Restaurant
- Most restaurant types have only upto ten restaurants. Several have hundreds of restaurants. **The distribution is very unequal!**
- Most museum vicinities have a reasonable number of restaurants

Grouping similarities

We use the K-means cluster algorithm on restaurant categories to group areas.

- Group similar areas together (in a "cluster")
- Set different areas apart

Resulting clusters visualized
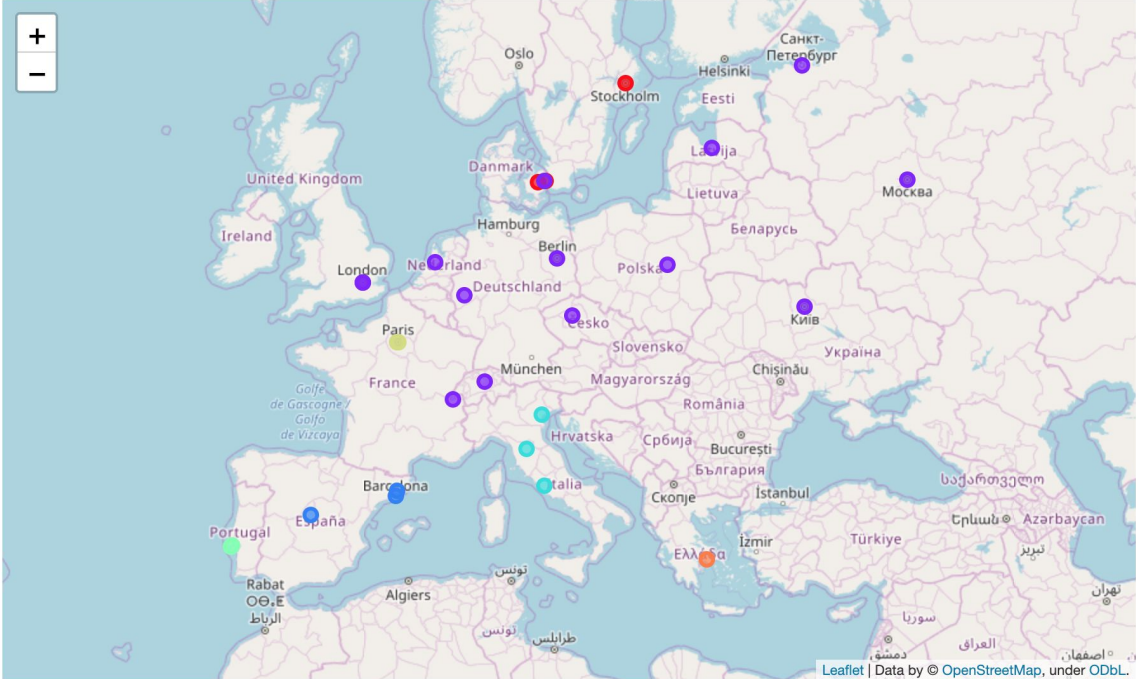
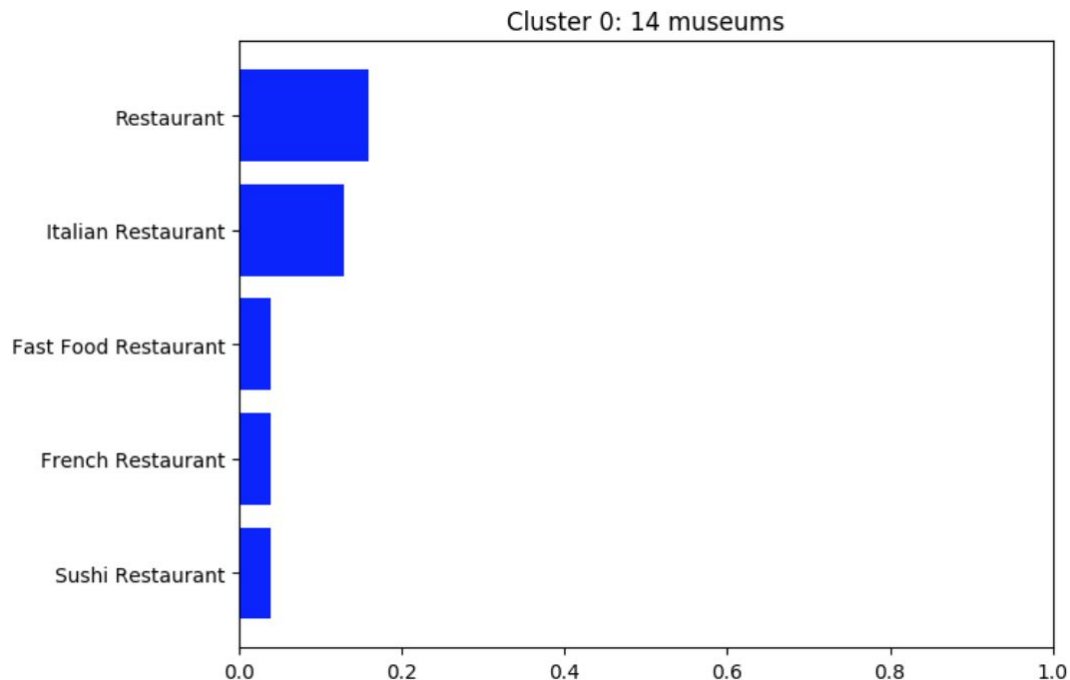# Look: the Riga cluster includes where tourists come from!

Remember where the tourists to Riga predominantly come from?

- Germany
- Russia
- Baltics (Estonia, Lithuania)
- Great Britain

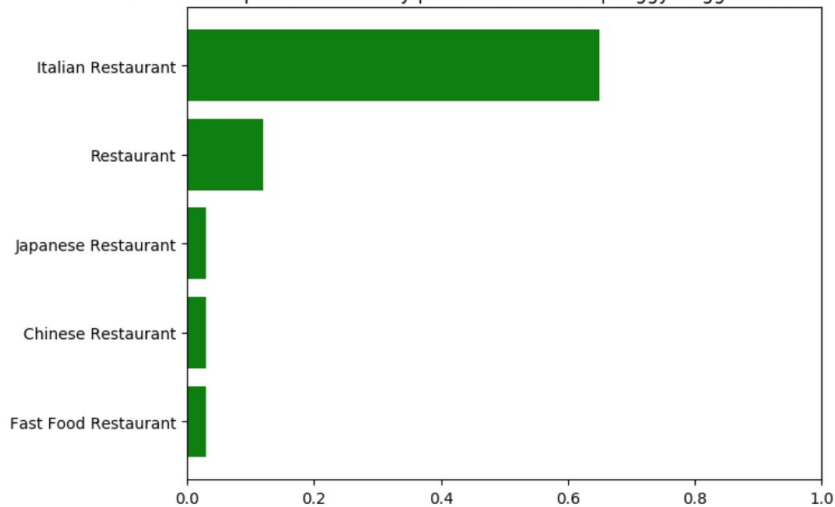And now we find that those countries fit into the same cluster!

This supports a similarity of taste.

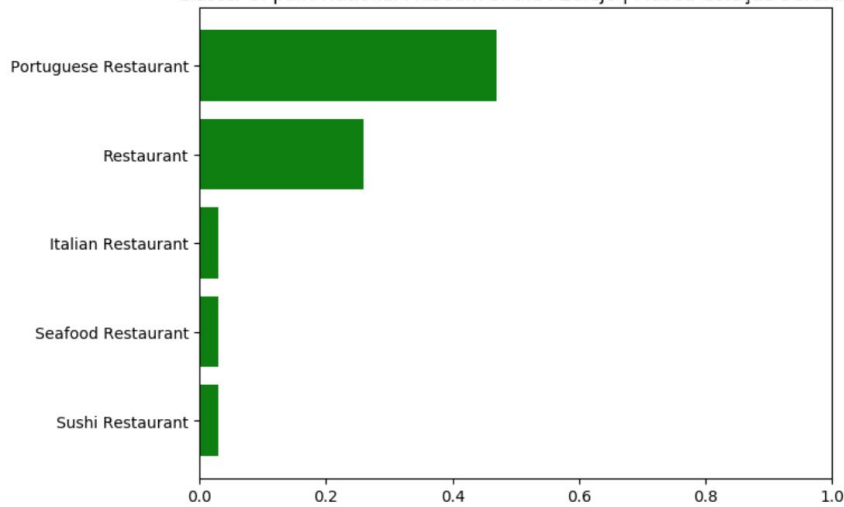# Largest cluster - including Riga

Cluster 0: 14 museums

But elsewhere...

Cluster 2: triplet: Uffizi Gallery | Vatican Museums | Peggy Guggenheim Museum

Cluster 3: pair: National Museum of the Azulejo | Museu Coleção Berardo

Strong national cuisines

- "Italian Restaurant" in Italy
- "French Restaurant" in France
- "Portuguese Restaurant" in Portugal
- "Spanish / Tapas Restaurant" in Spain
- "Scandinavian Restaurant" in Denmark/Sweden
- "Greek Restaurant" in Greece

Riga compared to its cluster

Spread of restaurant categories in cluster
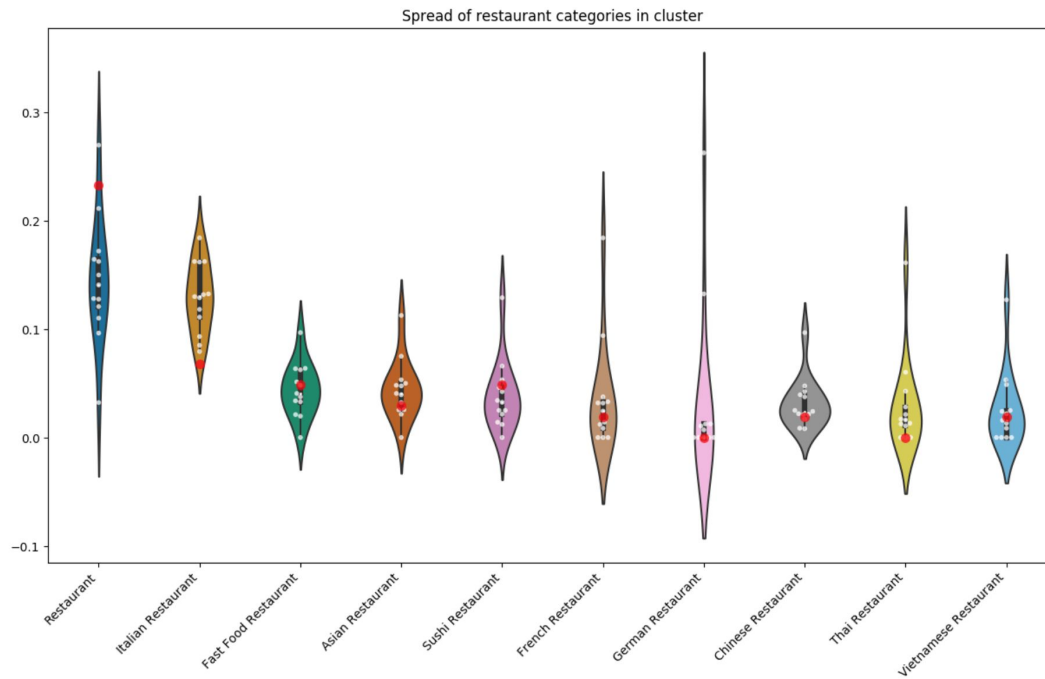
Recommendations to prospective restaurant operators

The data indicates on the basis of similar taste that there is opportunity for:

- Italian Restaurants
- Fast Food Restaurants

Remaining puzzles

- Say, "Sushi", "Chinese", and "Thai" are all "Asian", right? Out of scope for now, but we can merge them.
- What are we to make of the dominating generic "Restaurant" category?

Missing!

Why the large generic "Restaurant" category in Riga?

One explanation: **FourSquare doesn't have categories for "Latvian Restaurant" or "Baltic Restaurant".** Hence, national cuisine is like to be noted just as "Restaurant"

Get out in the open, time for Latvian Cuisine!

Angelina's Easy Bread Kvas Recipe

Beer Recipes   Real Food Recipes   Cooking

Easy Bread Kvass Ingredients: gallons
or 10 qt of water 1 lb or 9 slices of...

See more

Aukstais galds: Latvian Smorgasbord

Table Settings   Traditional   Dolphins

White Balsamic-Rosemary Pickled Mushrooms

★★★☆☆ 3

🕐 40 minutes

Pickled Beets   Pickled Onions   Pickled M

White Balsamic-Rosemary Pickled
Mushrooms From Better Homes and...

See more

Beets 3 Ways-- chocolate beetroot cake, beet risotto, and beet soup.

Beetroot Soup   Beetroot Recipes   I Love

See more

You searched for Klinger - Garšīgā Latvija

Lithuanian Recipes   Russian Recipes   Lit

See more

Rupjmaize (Rye Bread)

Rye Bread   Banana Bread   Breads   Tra
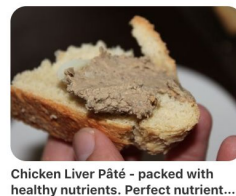
Week 78. Latvia. Nāc rītā atkal "Come Back Tomorrow"

Savory Crepes   Cookbook Recipes

Speķa Pīrāgi (Bacon Turnovers) Recipe

Sauerkraut   Empanadas   Bacon Recipes

Chicken Liver Pâté - packed with healthy nutrients. Perfect nutrient...

Primal Recipes   Good Healthy Recipes   W

See more

Another standard food item at summer gatherings in particular...

Decadent Food   Incredible Edibles   Polis

Introduction to heavy Latvian cooking – How not to lose fun in yo...

Lithuanian Recipes   Russian Recipes   Lit

See more

Grey Peas with Bacon: Zirņi ar speķi