

# Restaurants in Copenhagen

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# Introduction

- ▶ Restaurant placement is a difficult and important business problem.
- ▶ Impacts competition, profit and even employee recruitment.
- ▶ Identify new areas from the location data of existing restaurants in central Copenhagen
- ▶ Prospective restaurant owners have interest

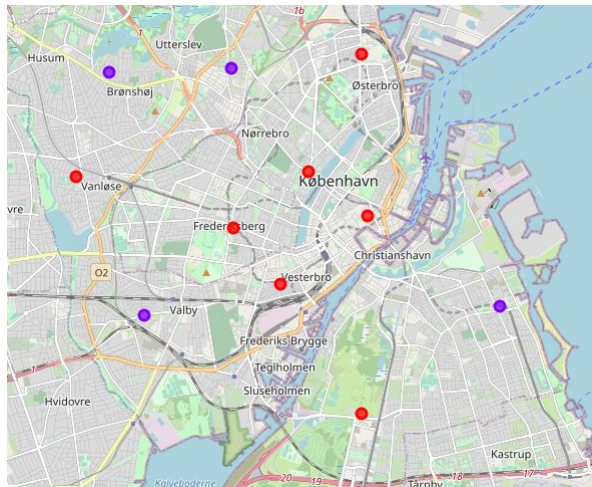
# Data

- ▶ City district available on Wikipedia.
- ▶ Existing restaurants from Foursquare API.
- ▶ Disposable income data not available.

# Methodology

- ▶ Identify 169 restaurants using the Foursquare API.
- ▶ Apply K Means to cluster the dataset.
- ▶ Elbow method reveals two clusters is optimal.
- ▶ Inner city vs. outer city.

# Results



# Discussion

- ▶ Direct recommendation is difficult from data.
- ▶ There are gaps for some cuisine.
- ▶ Sushi common in both clusters.
- ▶ African and south american cuisine is uncommon.

# Conclusion and future directions

- ▶ Clustering divided Copenhagen in two.
- ▶ Some cuisines are more uncommon.
- ▶ Add disposable income data to model.
- ▶ Include transport considerations.