

Evaluation of the neighborhoods in Oslo, Norway in order to develop a business activity.

I. Introduction

The development of businesses brings diverse commercial activities of interest such as capital investment, job creation and increases the activity of the area, often improving the quality of life of the inhabitants in the area. However, it is necessary that the business activity to be developed is economically profitable and sometimes the best option is to choose a neighborhood that already has an activity developed at least to some extent. Therefore, it is important to evaluate the presence of commercial activity in the different neighborhoods of Oslo.

Investors have decided to start their internationalization process by opening a first small business in Oslo, Norway and for that purpose they have asked their data scientist in USA for a pre-feasibility study to help them choose the best place to put a first store in Oslo.

The results obtained in this project will be of interest for investors interested in starting a small business in Oslo. In this sense, the number of commercial business is a direct reflection the economic activity in the area.

II. Data

To study the feasibility of this project, first of all we evaluated the presence of shops in the area. To do this, we used data from the Wikipedia webpage, which was submitted to a scrapping process.

1. List of boroughs in Oslo

Borough	Residents	Area	Number
Alna	45 114	13,7 km ²	12
Bjerke	26 229	7,7 km ²	9
Frogner	47 618	8,3 km ²	5
Gamle Oslo	39 500	7,5 km ²	1
Grovd	25 461	8,2 km ²	10
Grünerløkka	42 129	4,8 km ²	2
Nordre Aker	43 843	13,6 km ²	8
Nordstrand	44 802	16,9 km ²	14
Sagene	32 394	3,1 km ²	3
St. Hanshaugen	30 144	3,6 km ²	4
Stovner	29 351	8,2 km ²	11
Søndre Nordstrand	34 980	18,4 km ²	15
Ullem	28 898	9,4 km ²	6
Vestre Aker	42 042	16,6 km ²	7
Østensjø	44 399	12,2 km ²	13

https://en.wikipedia.org/wiki/List_of_boroughs_of_Oslo

2. List of exact locations and commercial activity

From the obtained data GEOLOCATOR is used in order to determine the precise location of each one of the neighborhood, and to extract the sort of businesses present in the vicinity with FOURSQUARE API.

<https://developer.foursquare.com/docs>

The information was compared in regard to the commercial activity of the different boroughs in Oslo by clustering analysis. From the neighborhoods, we will use Foursquare to obtain information regarding the presence of businesses which will be subjected to a clustering analysis.