

# Where to open a restaurant in Prague?

## An analysis of Prague's Neighborhoods

Fabien Clauss, 7.03.2021



# Prague

- Capital of the Czech Republic
- Major touristic city in Europe
- Growing city
- Rising expenditure on hotels and restaurant

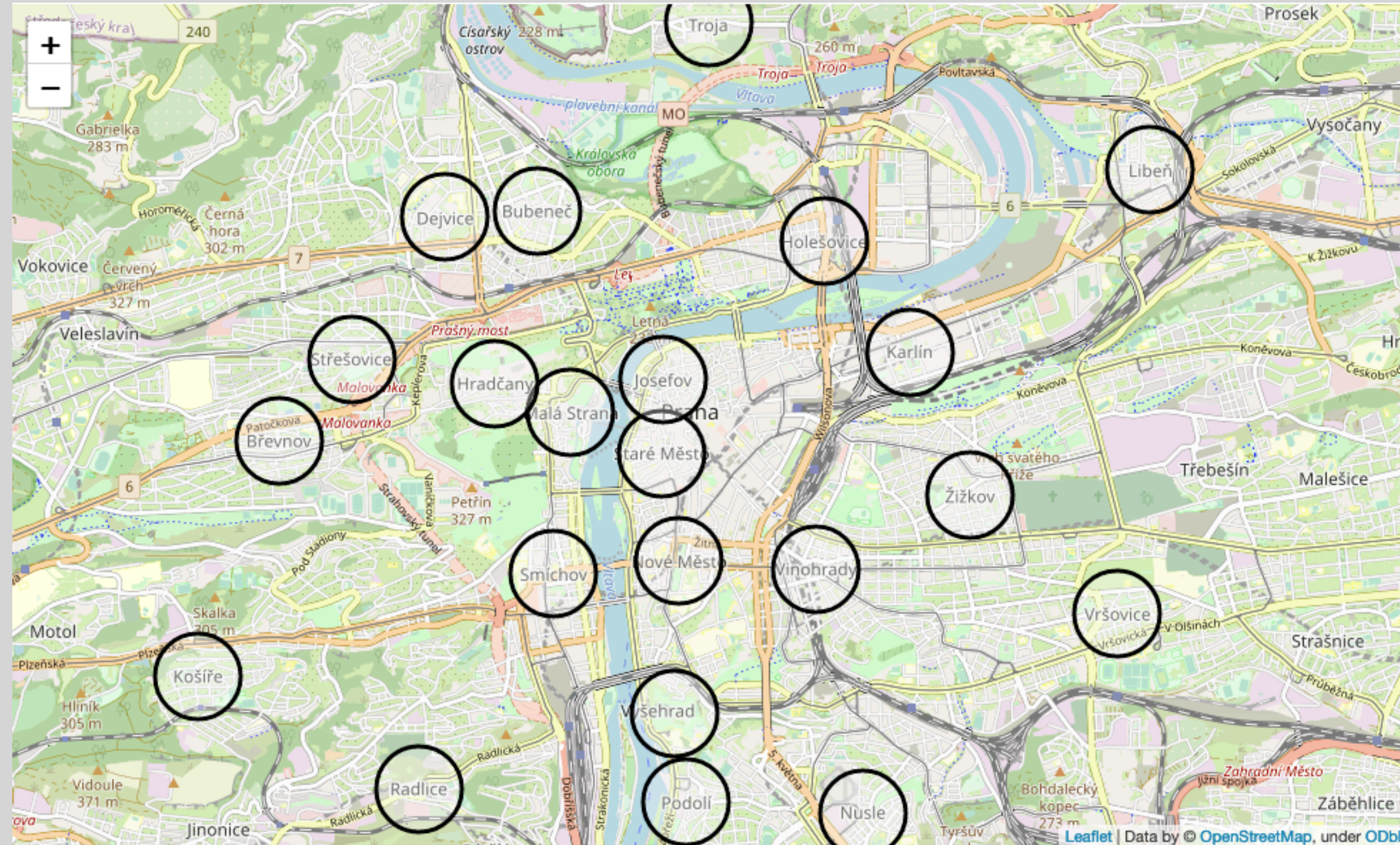


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These make Prague an interesting spot to open a new restaurant.  
But in which Neighborhood?



# Prague's Neighborhoods

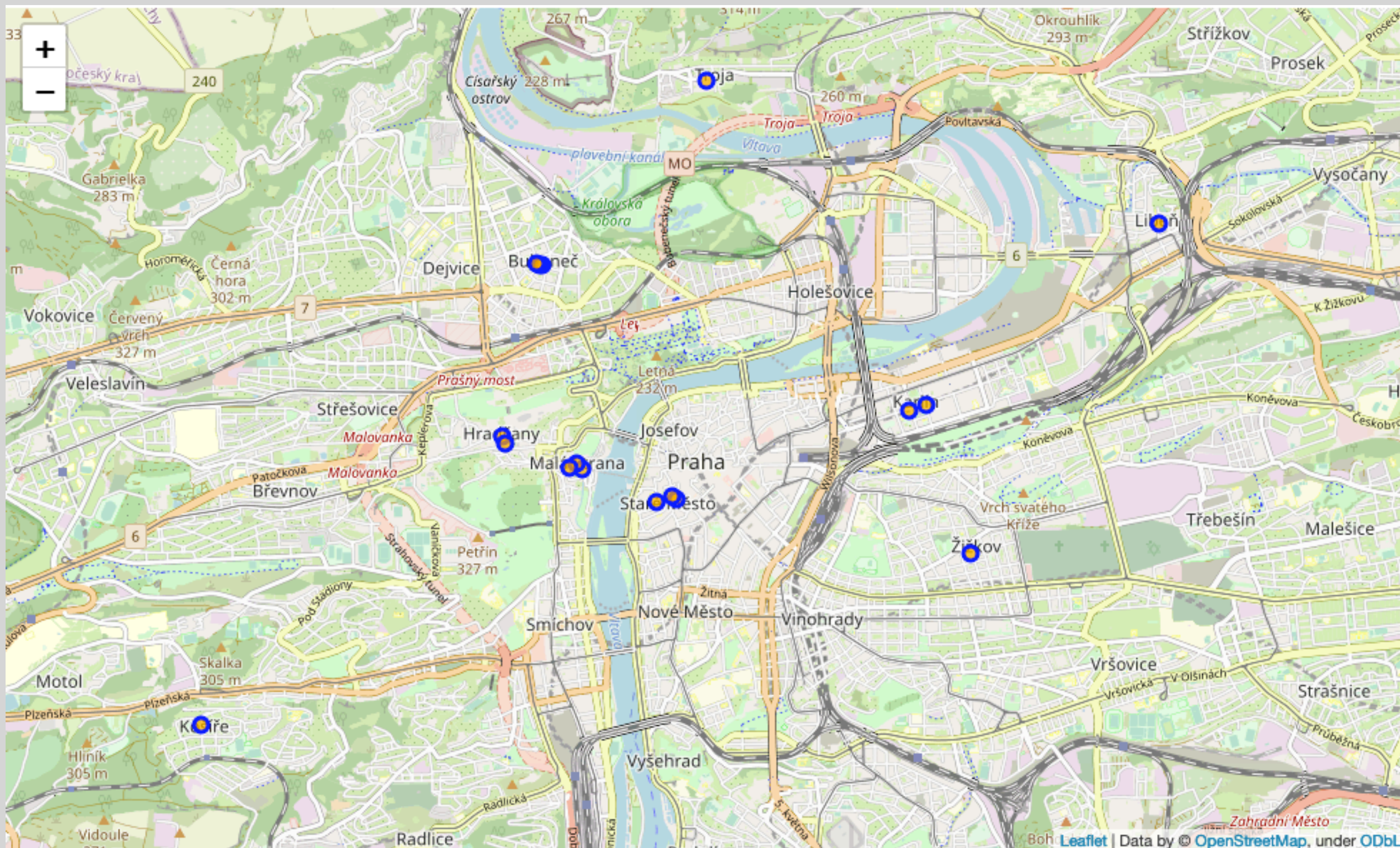


21 Neighborhoods to consider



# Prague's Venue

## Retrieved from FourSquare API



17 restaurants  
serving different cuisines,  
in 9 neighborhoods

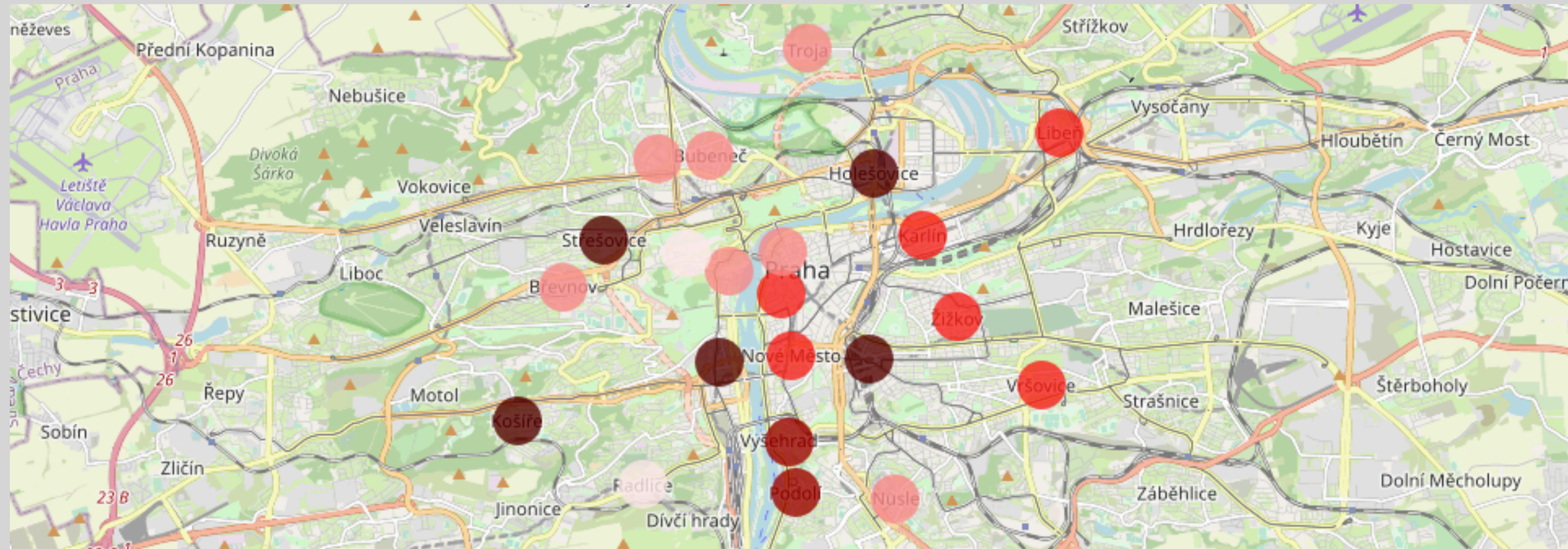


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# Prague's Habitants

## as potential local customers



*The darker the marker, the denser the population*

The density of population is highest just outside the very center of the city, in the neighbourhoods of Smichov, Vinohrady, Holesovice and Kosice.

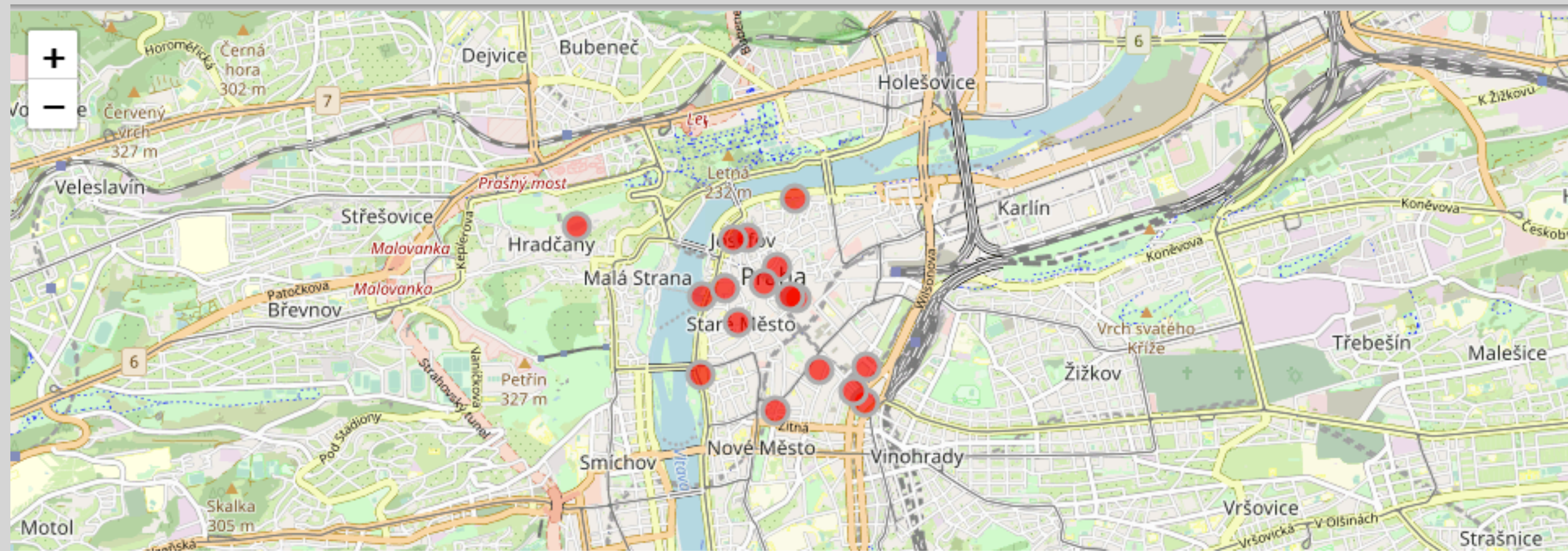


# Prague's Tourists

## The travelling customers



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Most of the cultural monuments are located in the very center, in the neighbourhoods Stare Desto, Josefov and Vinohrady.



# Conclusion

- The restaurants from FourSquare are located mostly in Stare Mesto and Mala Strana
- The city center provides a high density of population and many cultural attractions
- To serve locals and tourists alike, the **neighborhood Vinohrady** would be preferred.
- To serve mostly local customers Holesovice, Stresovice and Kosice are the better candidates
- To serve mostly tourists, Stare Mesto and Josefov are ideal



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