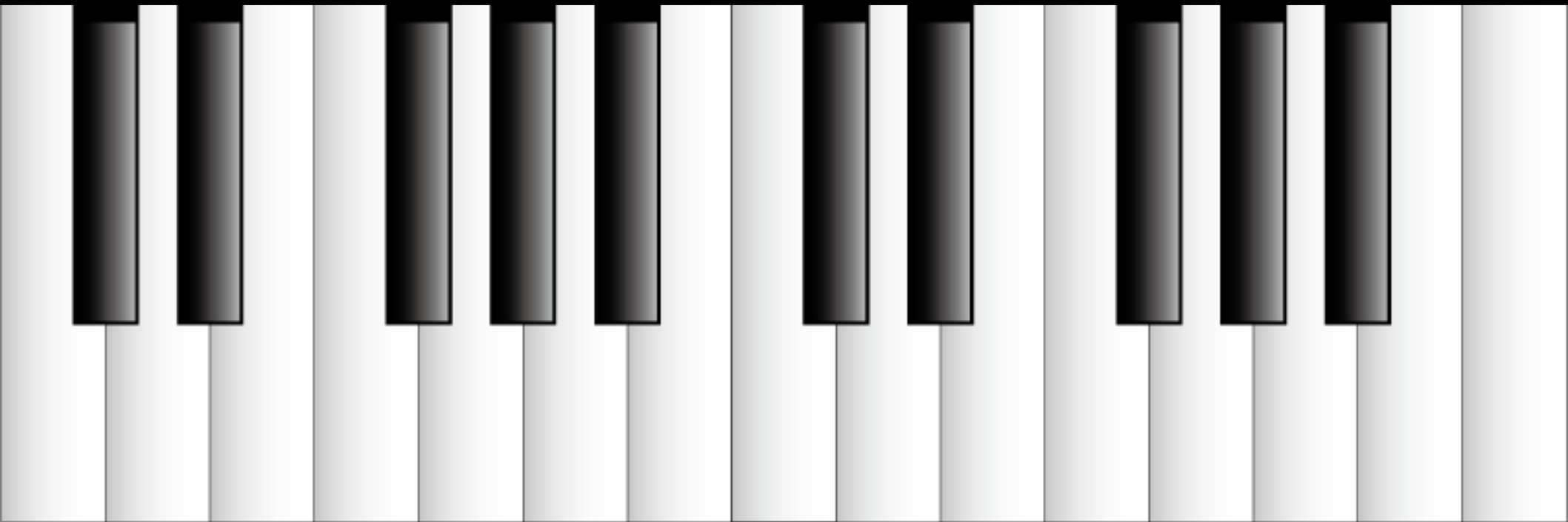


Zurich: To Jazz or Not to Jazz

Finding the ideal areas in Zurich
for a new jazz bar



Zurich: a cultural city

- Music scene very active, but

very few jazz bars!

→ good innovative concept for a new bar



Zurich: a cultural city

- Need a good area to start a jazz bar
- Criteria
 - Popular & lively area
 - Not too many existing bars
 - Inexpensive rent
 - Proximity to the University of Arts to attract young jazz musicians



Overview of procedure

- Get data
 - Geospatial data for boudaries of the districts of Zurich
 - Swiss Confederation webpage
<https://data.geo.admin.ch/ch.swisstopo.swissboundaries3d-bezirk-flaeche.fill/>
 - or, alternatively, from OpenStreetMap
 - Mean rent per district
 - Zurich city webpage
<https://www.stadt-zuerich.ch/prd/de/index/statistik/themen/bauen-wohnen/mietpreise/mietpreise-strukturerhebung.html>



Overview of procedure

- Segment Zurich city into small circular areas

Radius of 800 m

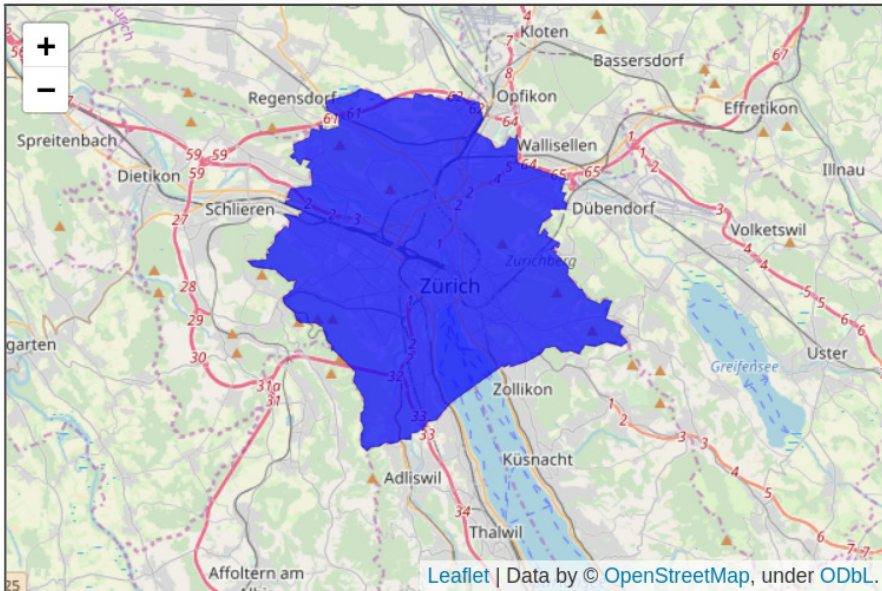
- Use k-means clustering algorithm

Find the popular areas for hanging out

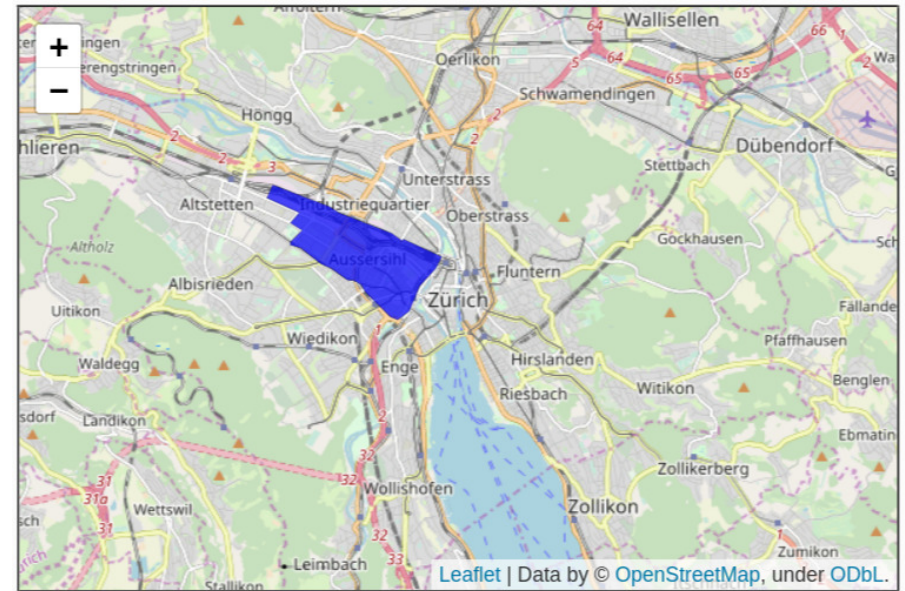
- Use the criteria defined before to further narrow down areas



Data acquisition & cleaning



Zurich city

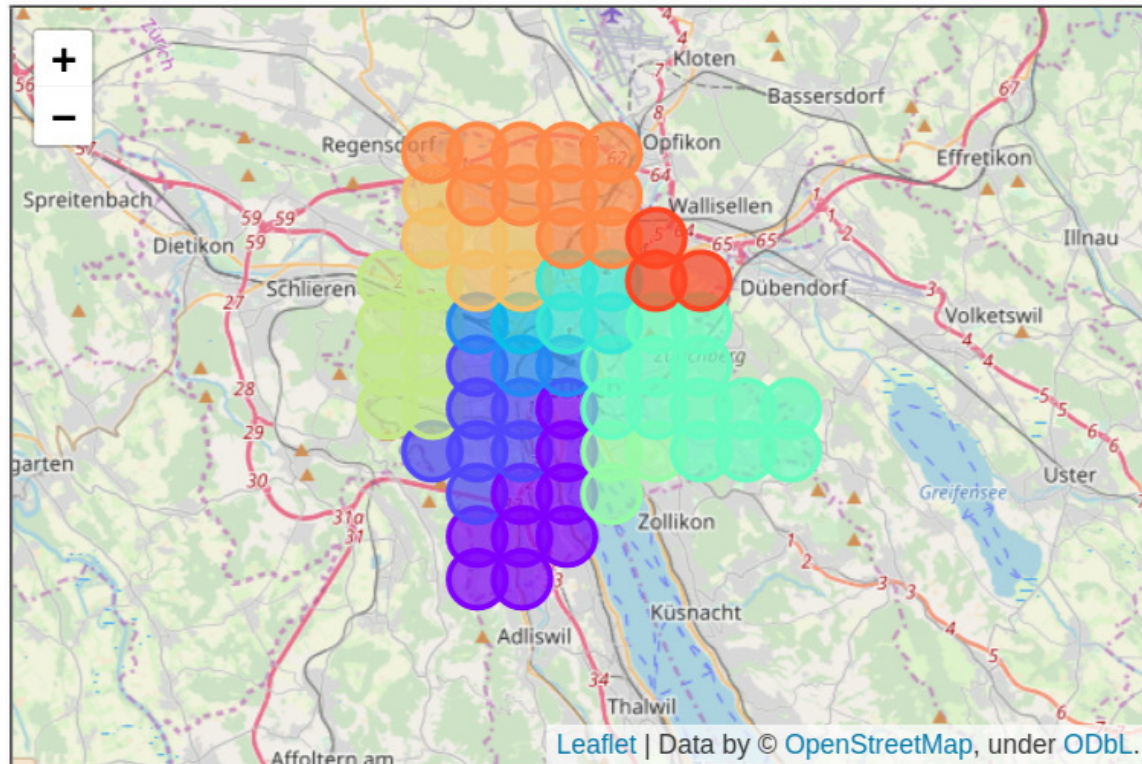


District 4

Boundary coordinates for Zurich and its districts



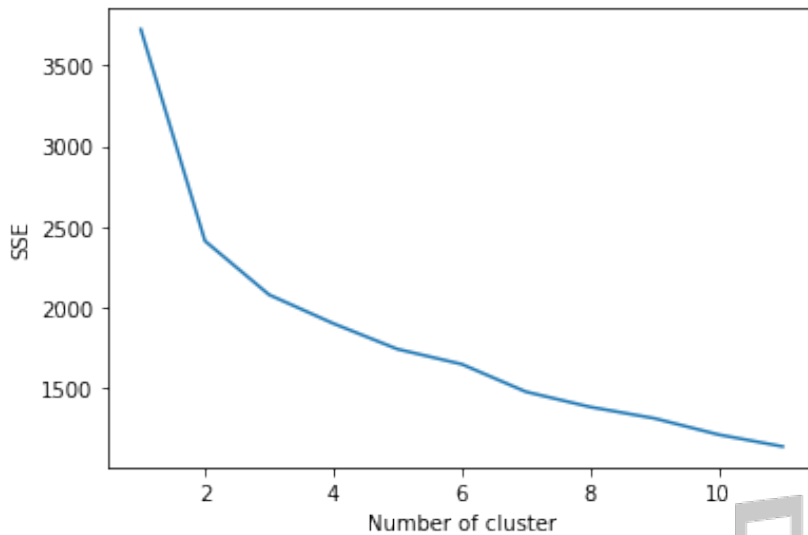
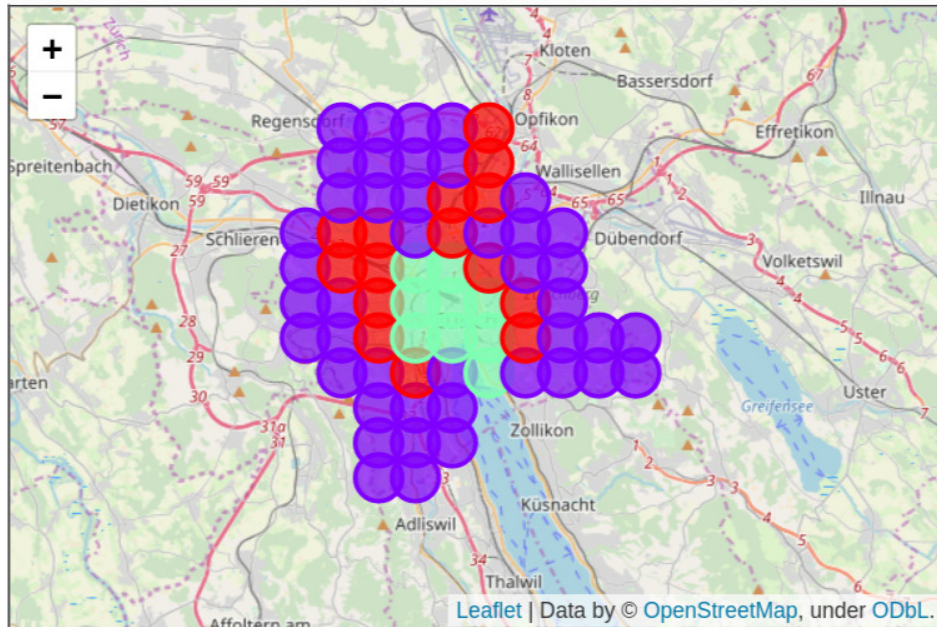
Using data



- Segment Zurich into small areas
- Colours = different districts



Using data



- k-means clustering

Unsupervised learning

- Three clusters

using elbow method

- Choose clusters 1 & 3

They regroup hot venues for hanging out



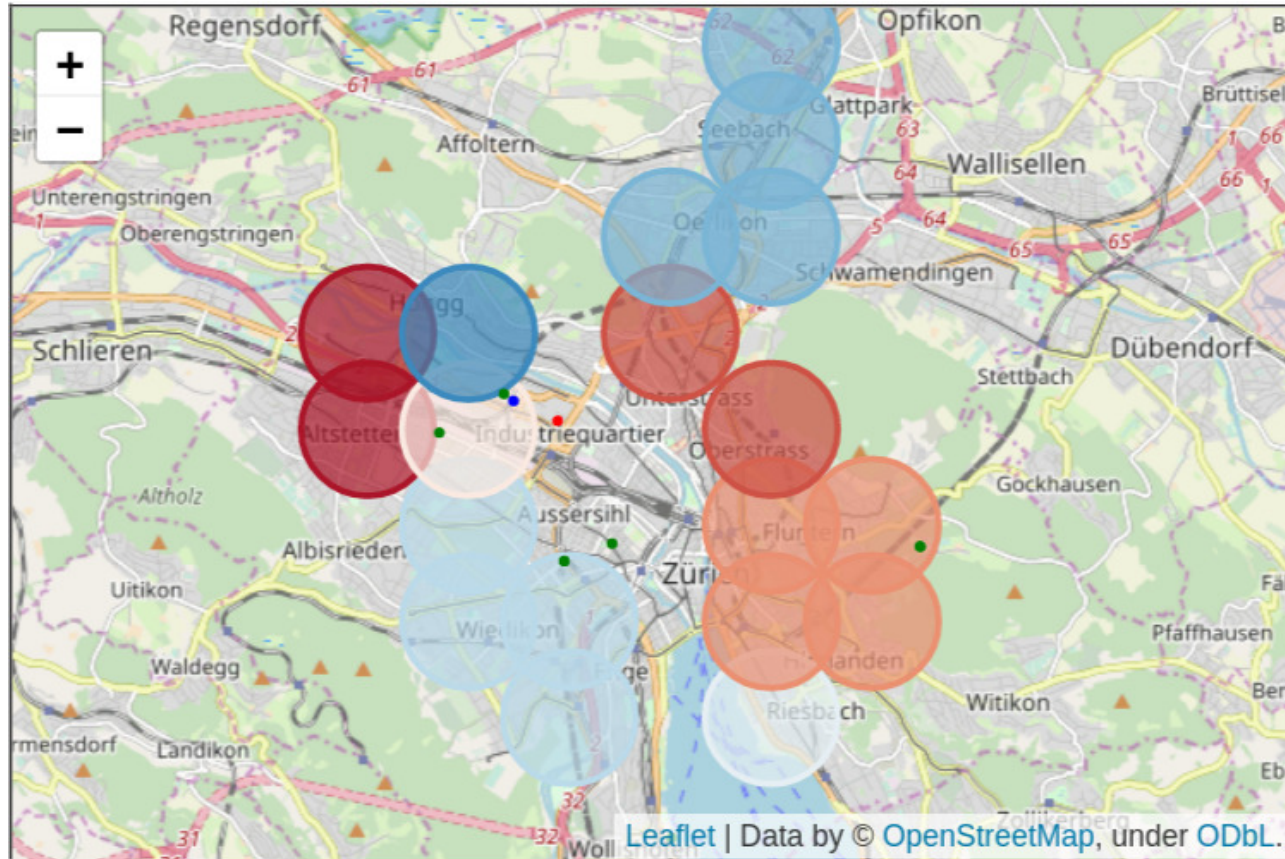
Using data

	Neighbourhood	CHF
1	1	29
2	2	22.8
3	3	23.3
4	4	23.4
5	5	24.2
6	6	23.6
7	7	23
8	8	25
9	9	21.6
10	10	22.2
11	11	21.1
12	12	20.7

- Mean salary per district
(or neighbourhood depending on the translation !)



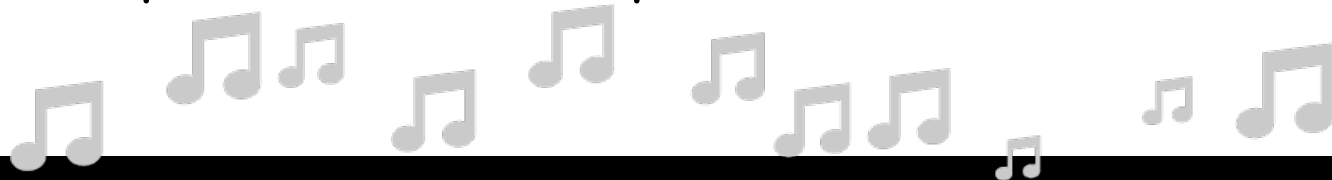
Using data



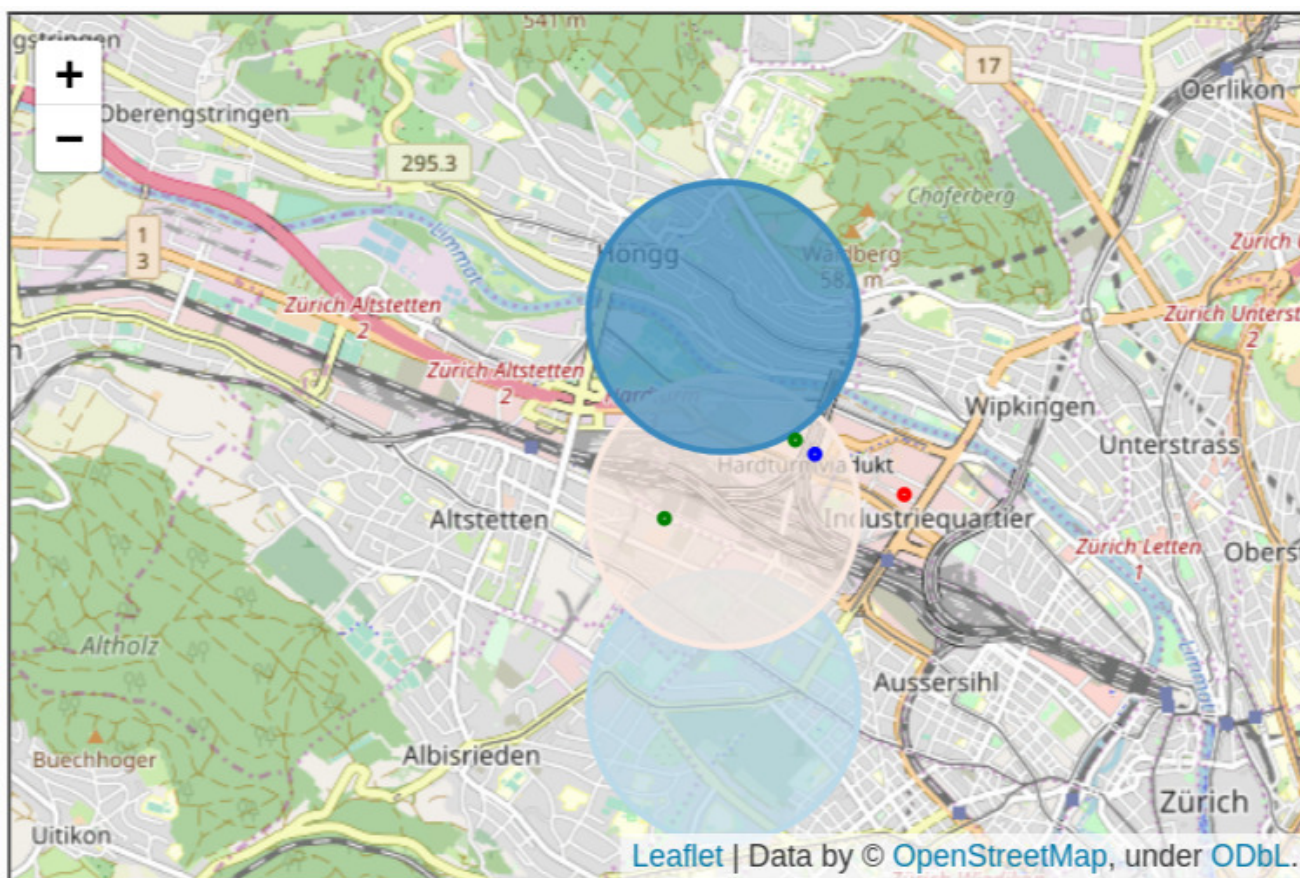
Hot areas with less than 5 bars

Blue = cheap

Red = expensive



Final result



Blue: Uni of Arts (we want it close)

Red: existing jazz bar (we want it far)

Green : music venues (we want them close)

Potential areas
for new jazz bar

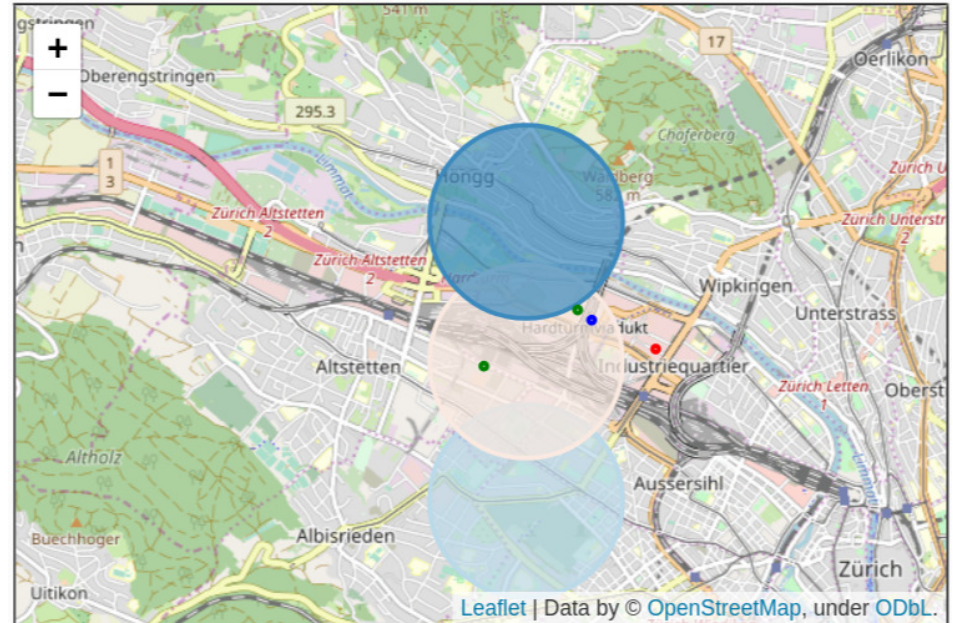
- near the Uni
- relatively cheap rent
- in hot areas
- far from existing jazz bar
- competition ok



Summary

- Found potentially promising areas for a new

jazz bar :)



- Could further take into account transportation



Questions?

Thank you for listening!

Questions?

