

Identifying the Best District in Istanbul for Luxury Investment

A+ Customers Segment are Important for Luxury Venue Investors

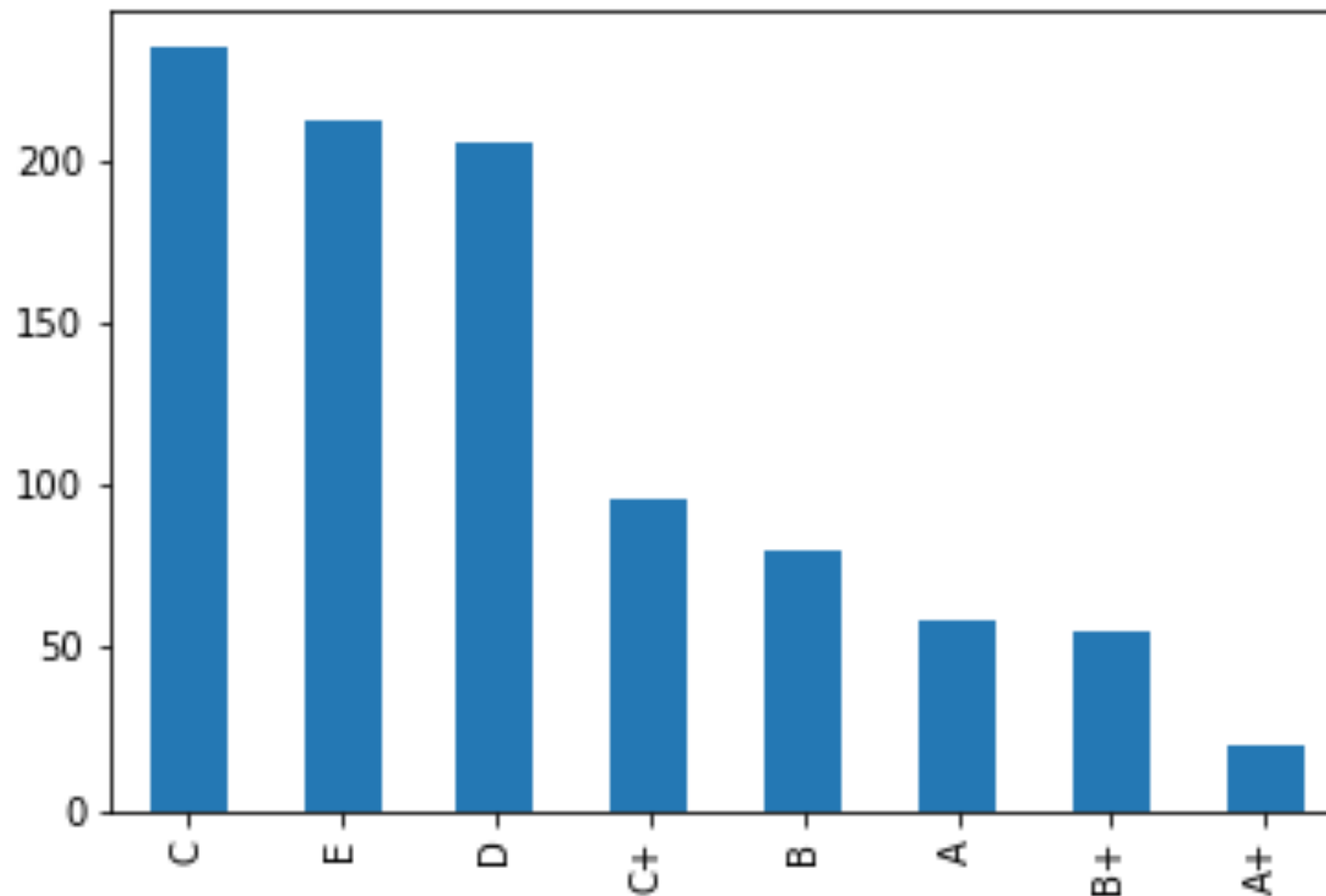
- Choosing the area to be invested in for a luxury place is extremely important for the investor.
- Correct selection of the region speeds up ROI
- Provides more value for investment
- A+ customers can easily access the designated area.

Data Acquisition and Preparing

- We use socio-economic status data of 2016 from Istanbul Metropolitan Municipality Open Data series
- In total, 959 rows and 4 features in the raw dataset.
- There are 8 different customer segments
- Customer segments except A + were cleaned
- The address information has been transformed into geographical location data

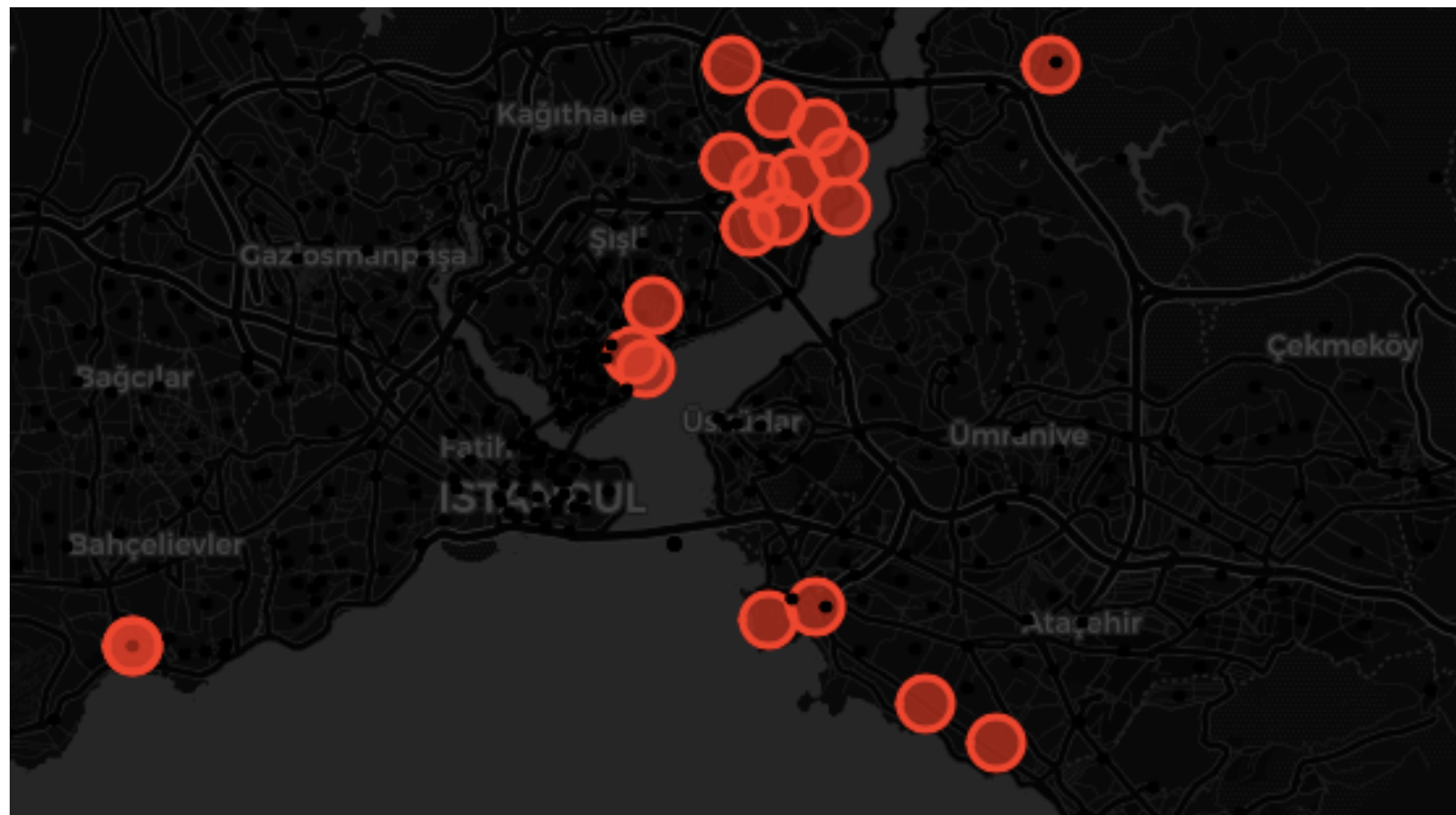
Customer Segment Distribution

- 8 different customer segments distribution in 959 district



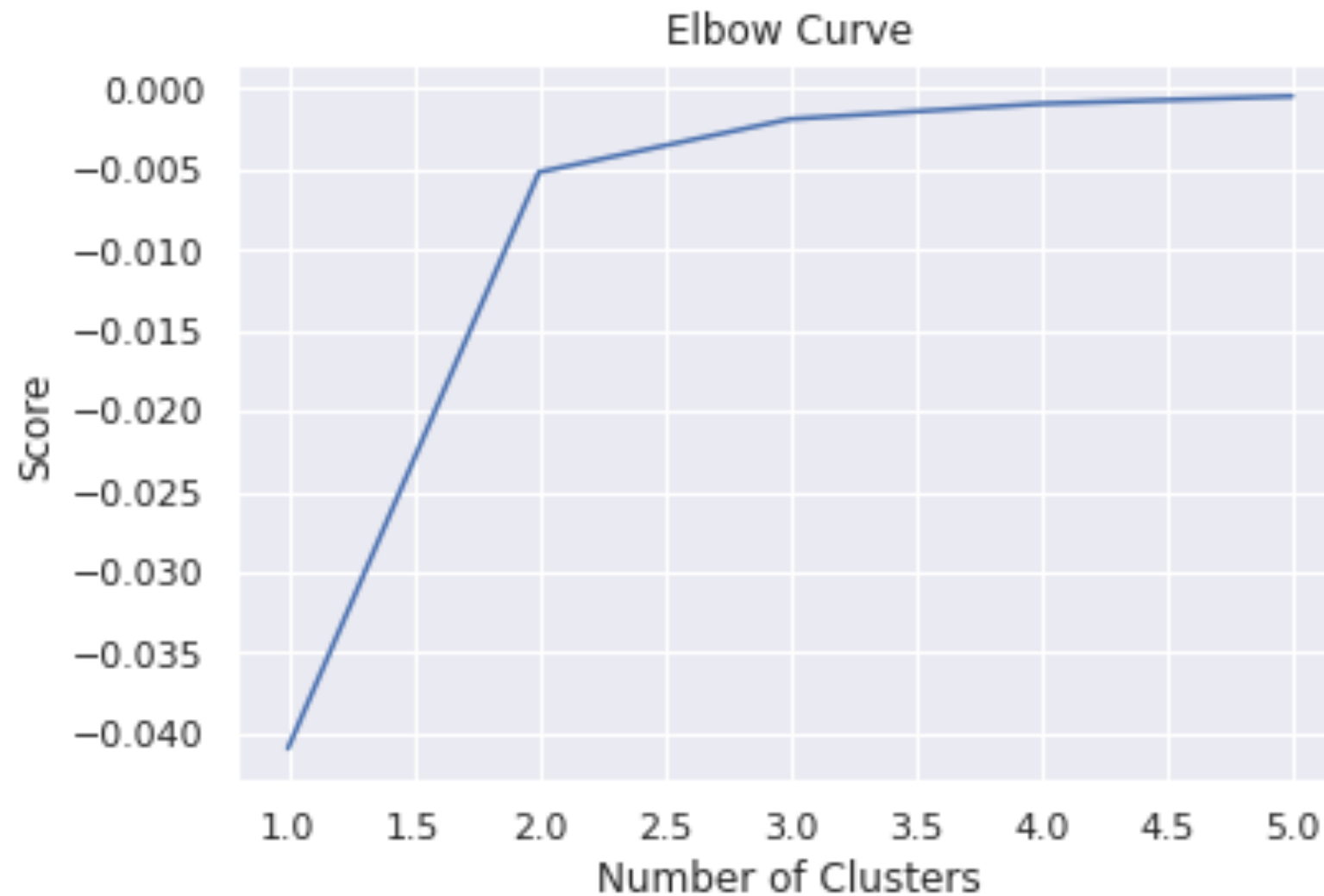
Distribution of A + customer segment in Istanbul

- As can be seen, the A + customers segment are predominantly the European side between the 1st and 2nd bridge



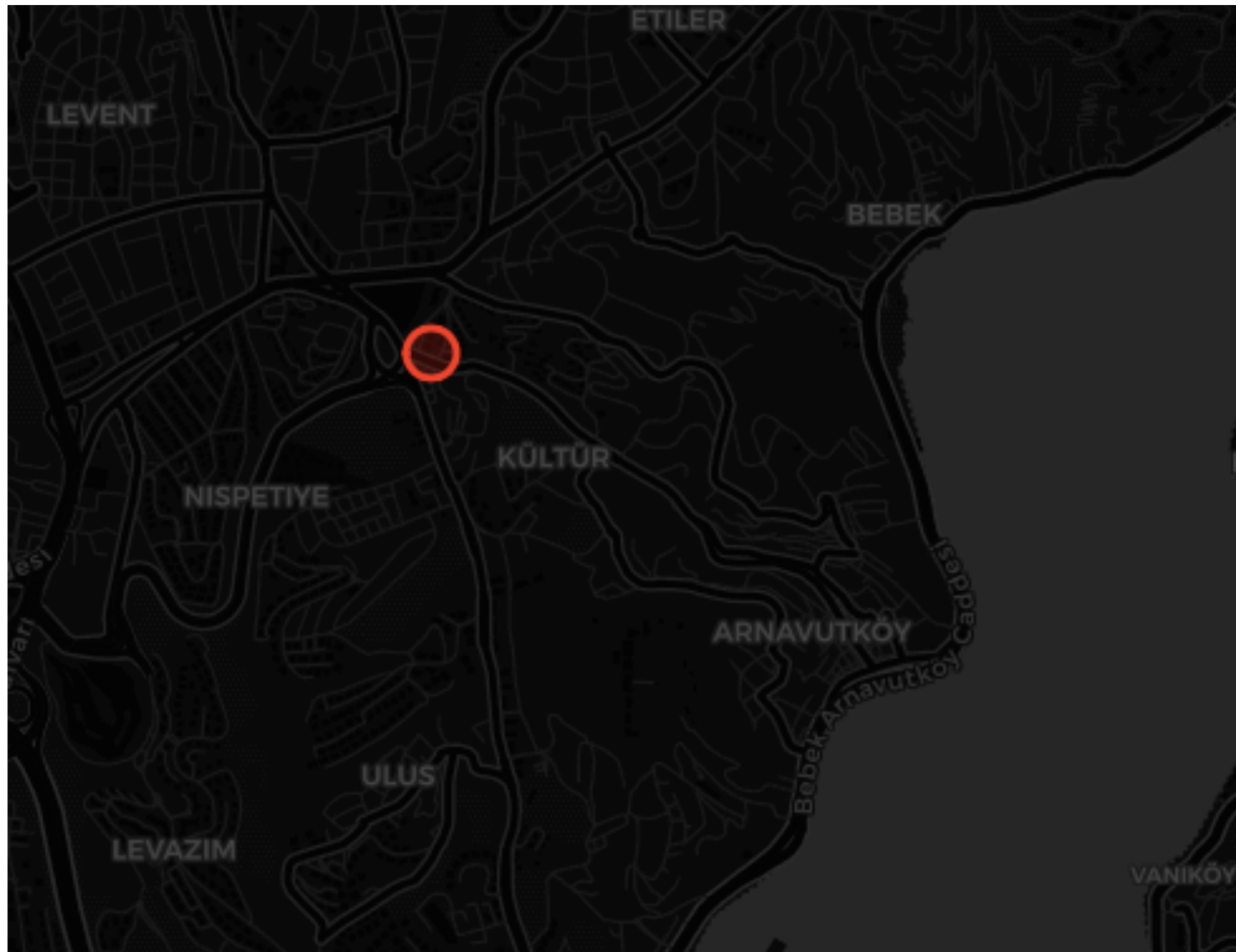
K-means clustering

- We achieved 5 different regions



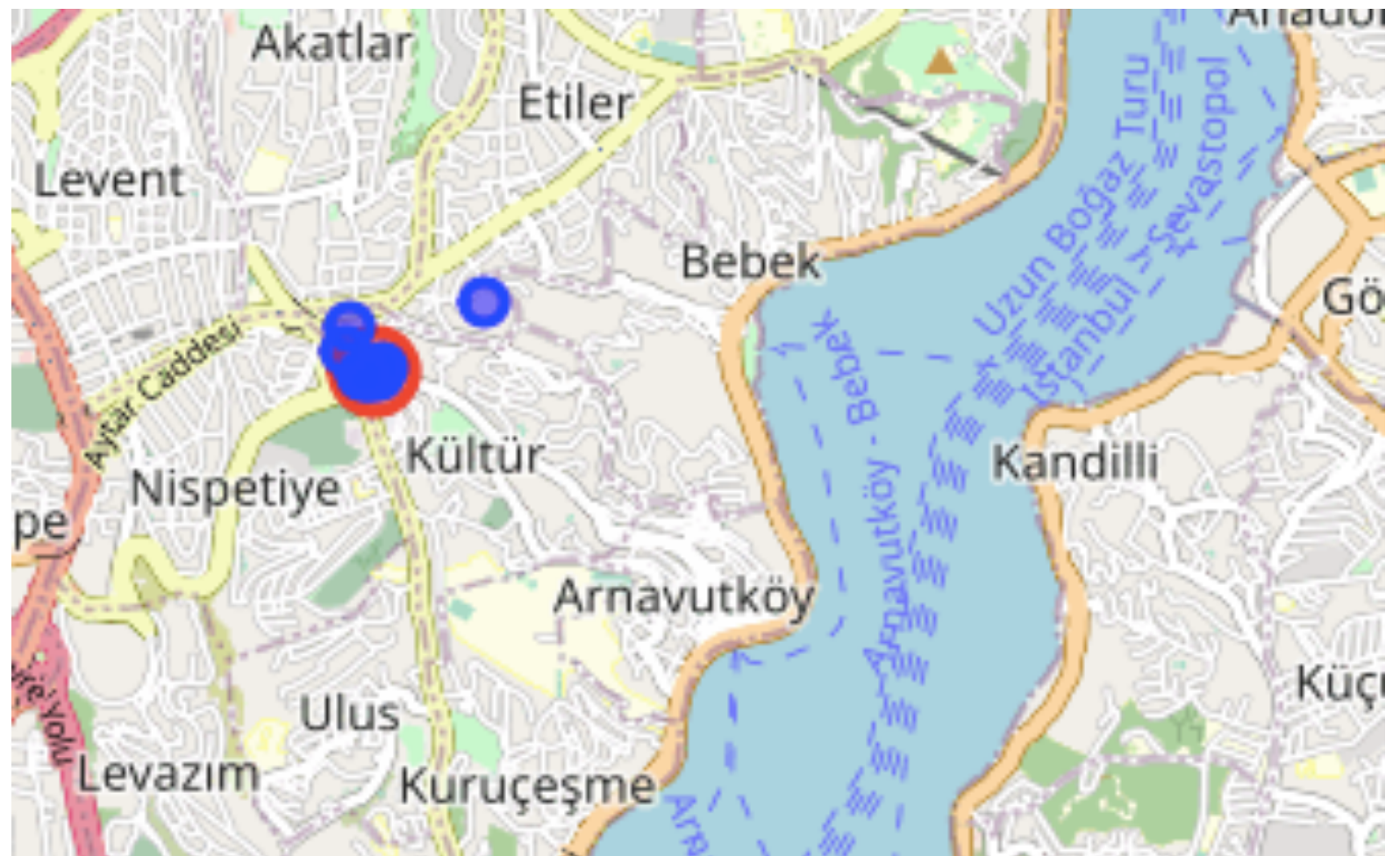
The most suitable district

- The center of the region with the highest A + customer segment



Available venues in the district

- Kile Restaurant
- D'lara Chocolatier
- Akmerkez
(Shopping Center)
- Paper Moon



Conclusion and future directions

- With the created model, studies can be conducted for different customer segments for different investment models.
- Models can be improved by using traffic density information, customer habits data.
- Investment areas can be selected and included in the model according to the needs of new customers needs in the upcoming period.