

The Battle of Neighborhoods of Moscow with Irish Pubs

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06.08.2021

Irish pubs

- ▶ From Wikipedia:

"Irish pubs are characterized by a unique culture centered around a casual and friendly atmosphere, hearty food and drink, Irish sports, and traditional Irish music. Their widespread appeal has led to the Irish pub theme spreading around the world."

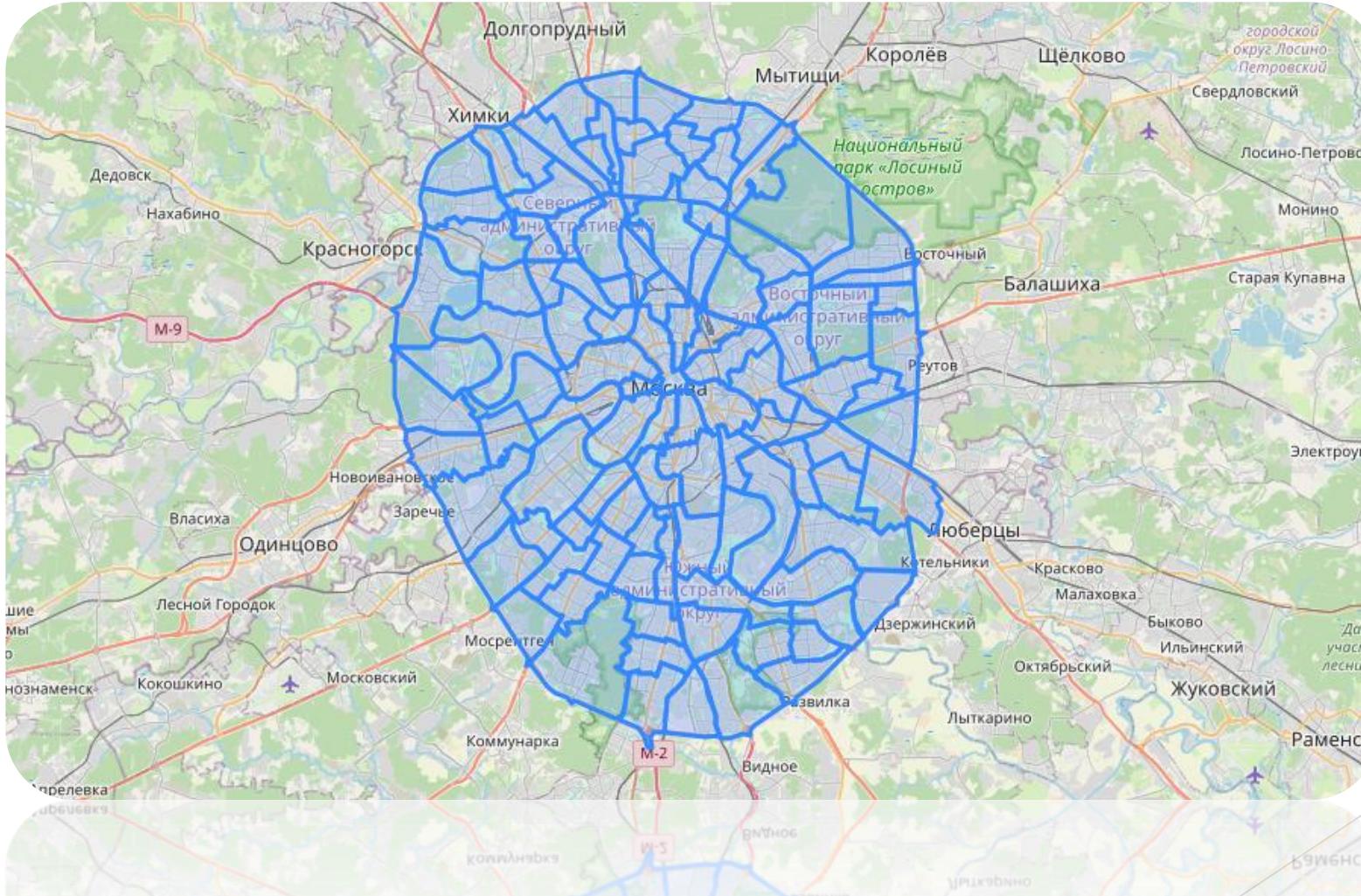
- ▶ There are a lot of Irish pubs in Moscow. And in this project we will analyze them.
- ▶ This report will be directed to customers looking for a good location to open an Irish pub.
- ▶ The report will also be of interest to people who are looking for areas for renting an apartment with good pubs within walking distance.

Data acquisition and cleaning

- ▶ Data sources
 - ▶ Foursquare API
 - ▶ <http://mosopen.ru/regions>
 - ▶ https://ru.wikipedia.org/wiki/Районы_и_поселения_Москвы
- ▶ Data cleaning
 - ▶ Fixing errors with neighborhood names
 - ▶ Cleaning Foursquare search results using venue category
 - ▶ Removing duplicates

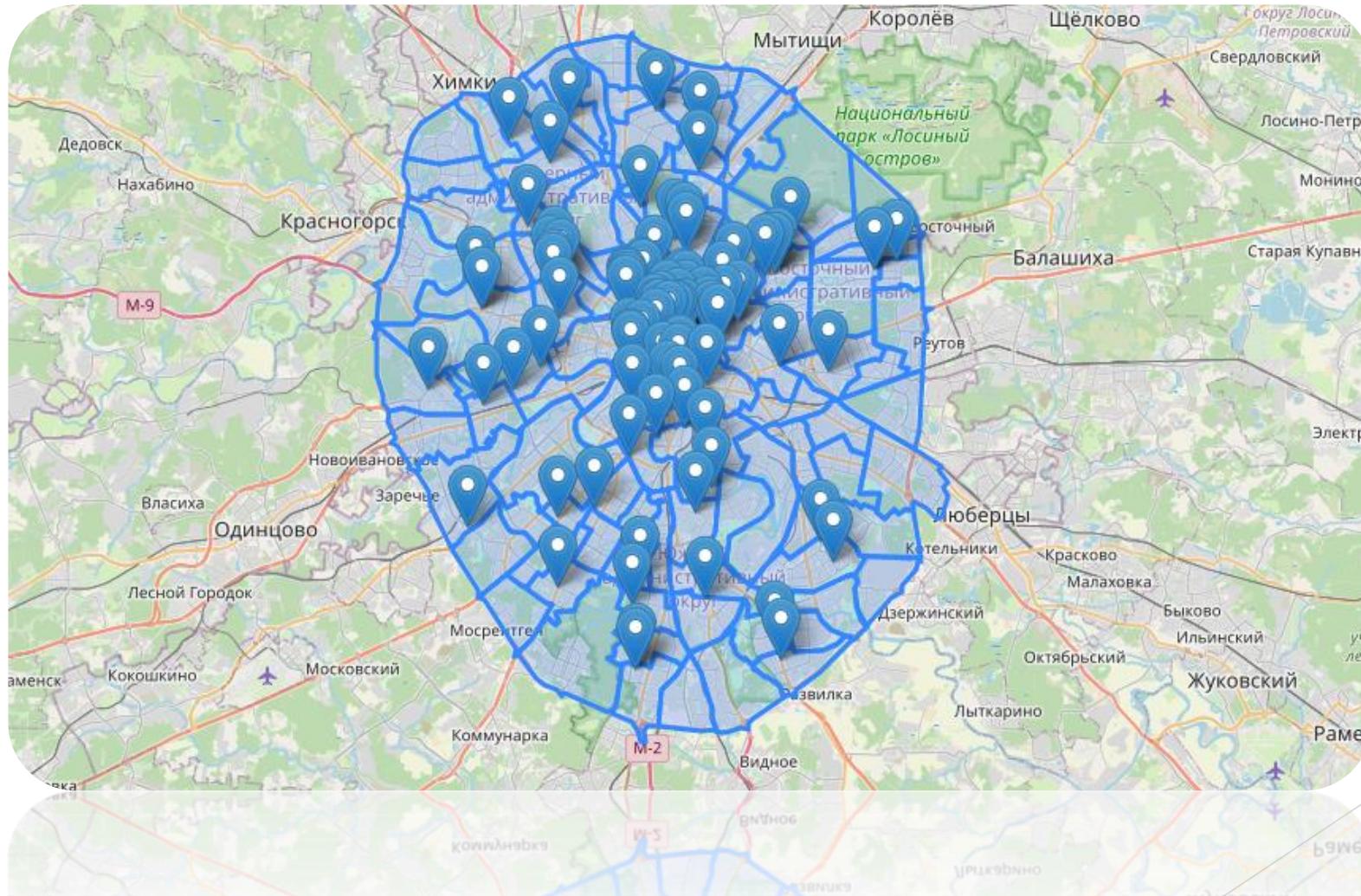
Web Scraping

- ▶ 107 neighborhoods inside Moscow Circle Road



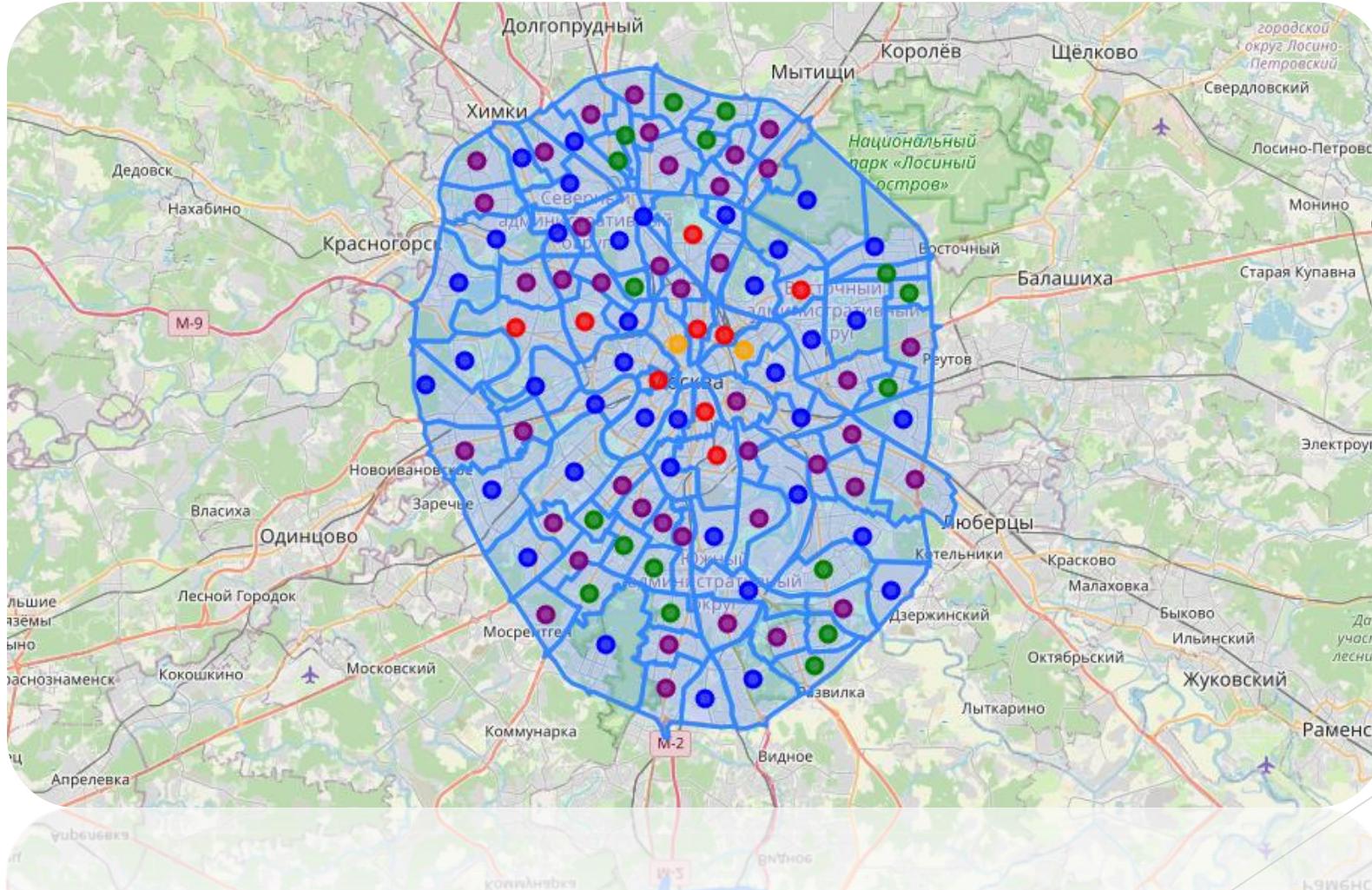
Irish pubs

- ## ▶ 96 Irish pubs found

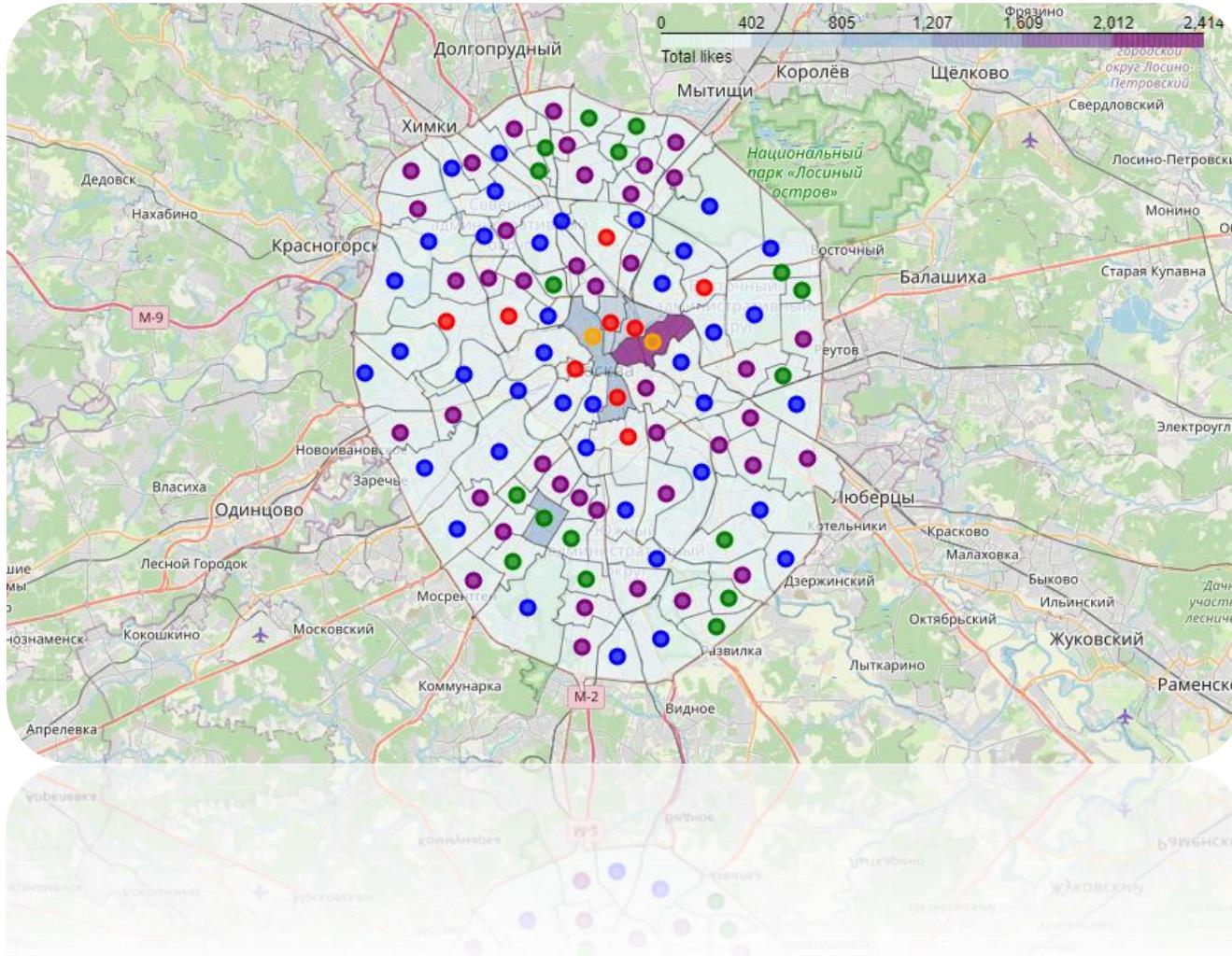


Clustering

- Neighborhoods were grouped into 5 clusters

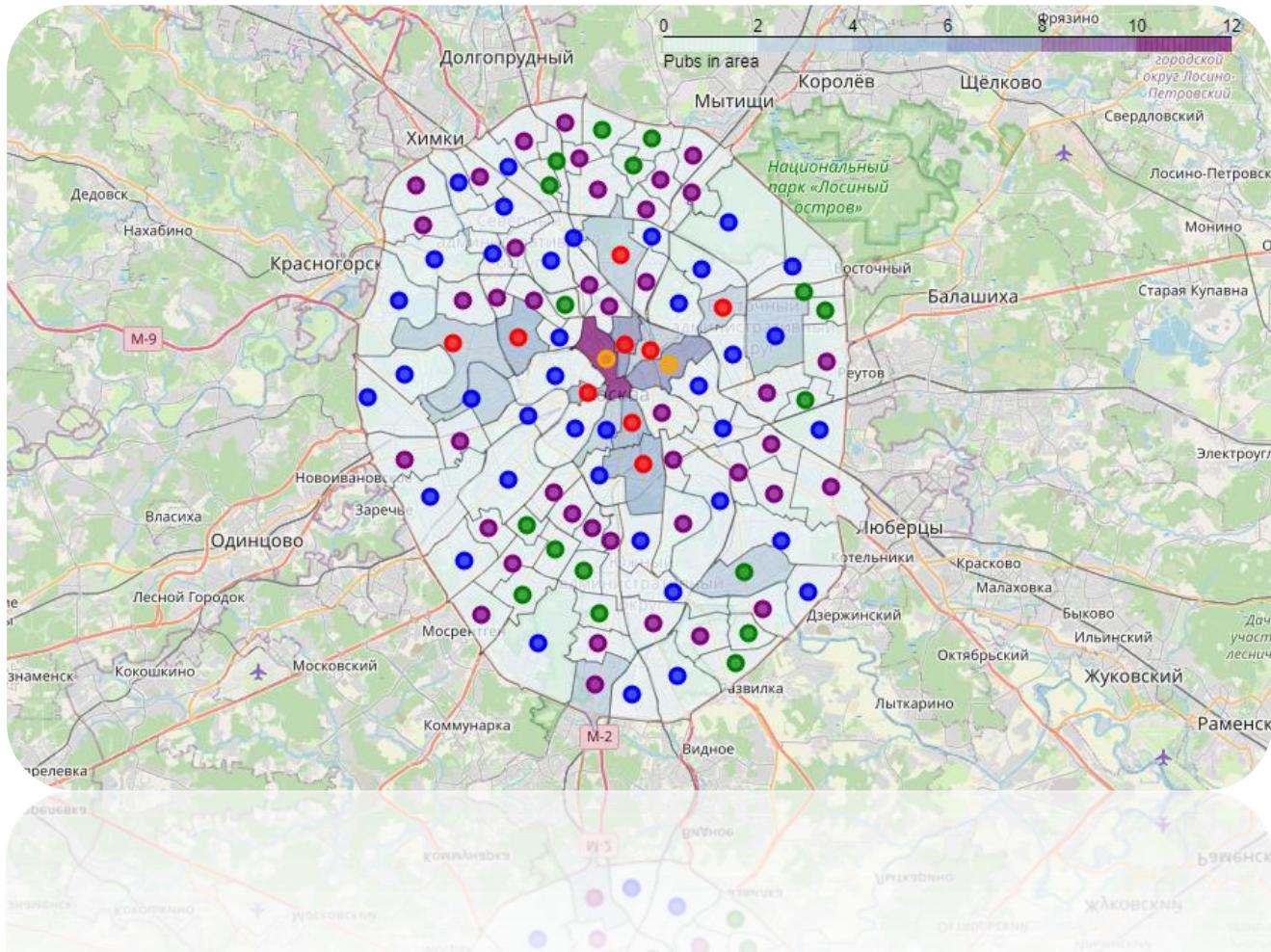


Cluster 3 - Neighborhoods cluster with most liked pubs



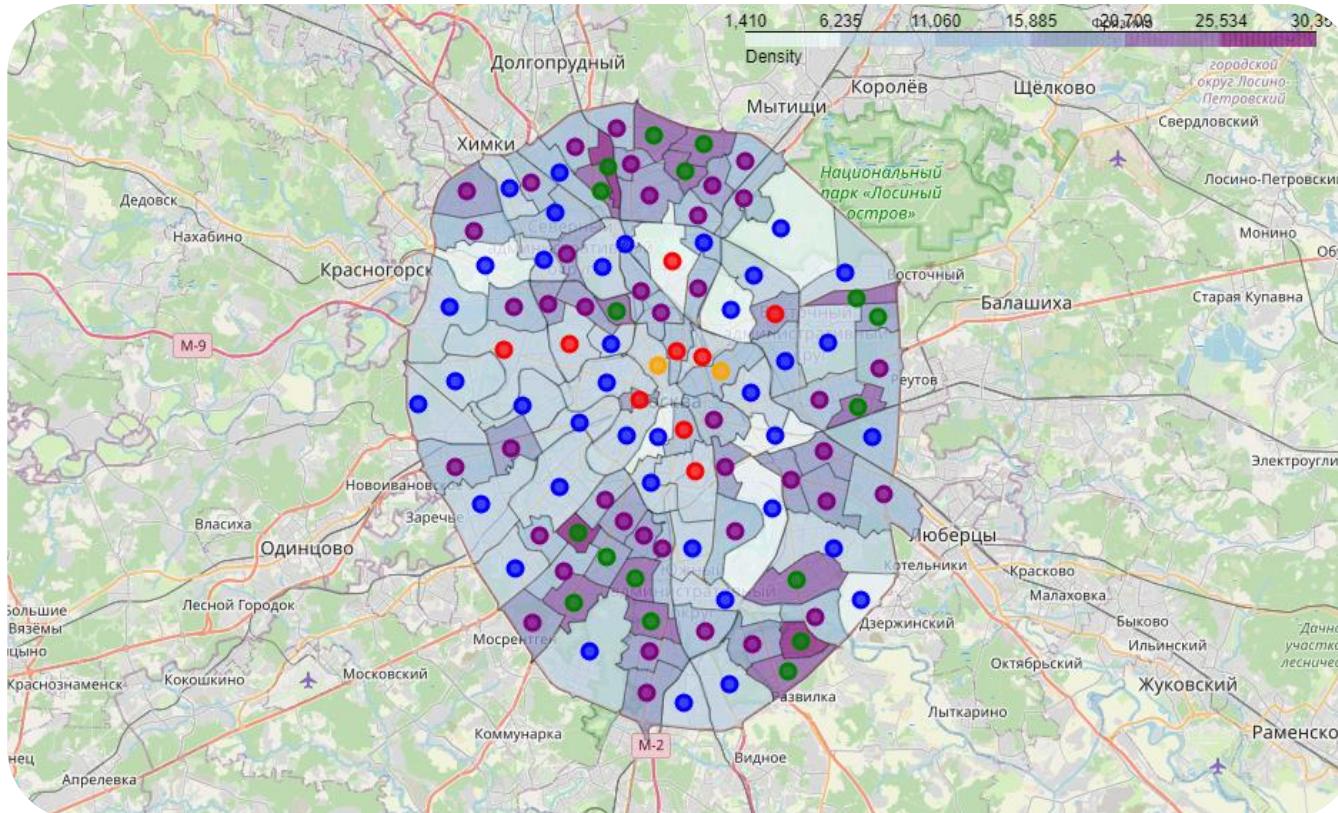
- Басманный
- Тверской

Cluster 1 - Neighborhoods cluster with high number of pubs



- Арбат
- Даниловский
- Замоскворечье
- Красносельский
- Мещанский
- Останкинский
- Преображенское
- Хорошёво-Мнёвники
- Хорошёвский

Cluster 4,0,2 - Neighborhoods cluster with HIGH, MIDDLE, LOW density of people living



- HIGH
- MIDDLE
- LOW

Conclusion

- ▶ Purpose of this project was to find in Moscow neighbourhoods with **Irish pubs** in order to aid stakeholders in narrowing down the search for optimal location for a new Irish pub or maybe for a new place of living with good Irish pub nearby.
- ▶ As result one can consider **Савёловский, Марьина Роща, Бутырский** and **Таганский** as a good neighborhoods for Irish pub
- ▶ As for living one consider **Черёмушки** neighborhood. It located on some distance from center so rend should not be high and although it is in cluster with high density of people living it has one great Irish pub with high rating and lot of likes.