Capstone - Coursera presentation

April 2020

Problem investigated

Where are the most vegan/vegetarian friendly restaurants in Copenhagen and are there an other similar neighborhoods for potential new restaurant?

Why?

- New increasing trend of Vegetarian/Vegan diet
- Copenhagen a large city attracting a lot of tourists
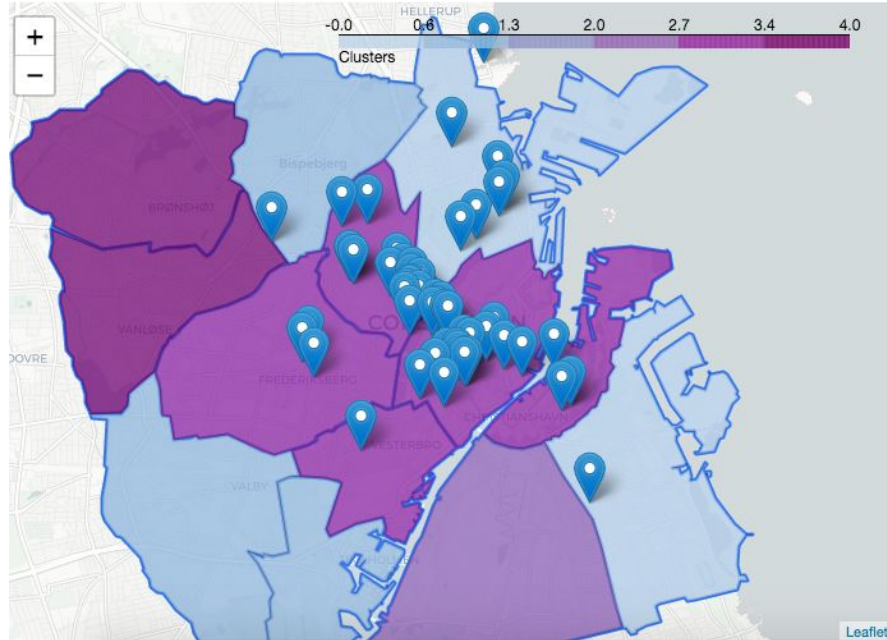- Potential gap in the market to open new restuarant

Data

1. GeoJson file with geometry data on polygons of the different districts in Copenhagen
2. Latitude, Longitude data information and name of the districts
3. Venue information from Foursquare API on nearby venues
   a. Type of venue
   b. Latitude of venue
   c. Longitude of venue
   d. Distance from centroid

Methodology

1. Data gathered from and processed from GeoJson file. Transformations of geometric objects done to get district centroid information
2. Information gathered from API regards nearby venues
3. Descriptive statistics gathered based on results of venues per district
4. Machine Learning K-mean used to cluster and segment the districts in Copenhagen

Results and conclusion

Norrebro and Indre By has the largest amount of vegan/vegetarian friendly restaurants available within 3km radius.

Other 3 districts based on K-means were to identified as similar, with significantly smaller amount of options within the area.

All three - Frederiksberg, Christianshavn and Valby potentially could be good areas to open a new venue.