

Introduction - Copenhagen Vegetarian / Vegan restaurant scene

During last couple of years more and more people have started to decrease meat consumption for various reasons (e.g. environmental, ethical or other), which has increased the demand for vegetarian and vegan food options across cities. Copenhagen is the largest city of Denmark with estimated population of around 800 thousand (based on Denmark Statistics latest information). Additionally, Copenhagen is attracting large amount of tourists every year.

In a light of the newest trends, this report will investigate the current scene of restaurants with Vegetarian/Vegan friendly options in Copenhagen in order to establish a good overview of available options and understanding of the gaps in the market by segmenting and clustering the different districts in Copenhagen. For these reasons, the research is valuable as the first starting point of further market research in case someone would like to open a vegetarian/vegan restaurant.

Question addressed in this research is: **Where are the most vegan/vegetarian friendly restaurants in Copenhagen and are there any other similar neighborhoods for potential new restaurant?**

Data

Data used for such analysis will include GeoJson file with districts of Copenhagen Area. Together 12 districts have been used for this purpose. Firstly, data on Postal code level was used, however due to huge amount of postal codes and small area size, it was decided to rather utilize district level detail to get more sensible overview. Data was gathered from <https://giedriusk.carto.com/>. In addition to geometry data, information regarding venues was gathered from Foursquare API, where venue category, venue name, latitude, longitude was gathered on the nearby distance. GeoJson data will be used to both get the geospatial information to visualize it on folium maps, as well as derive centroids of the different districts of Copenhagen. These lon and lat data points will further be used to gather data from Foursquare API on nearby Vegan/Vegetarian restaurants as well as other venues for segmentation and clustering purposes.