Barcelona Restaurant Opportunity

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Business Proposal

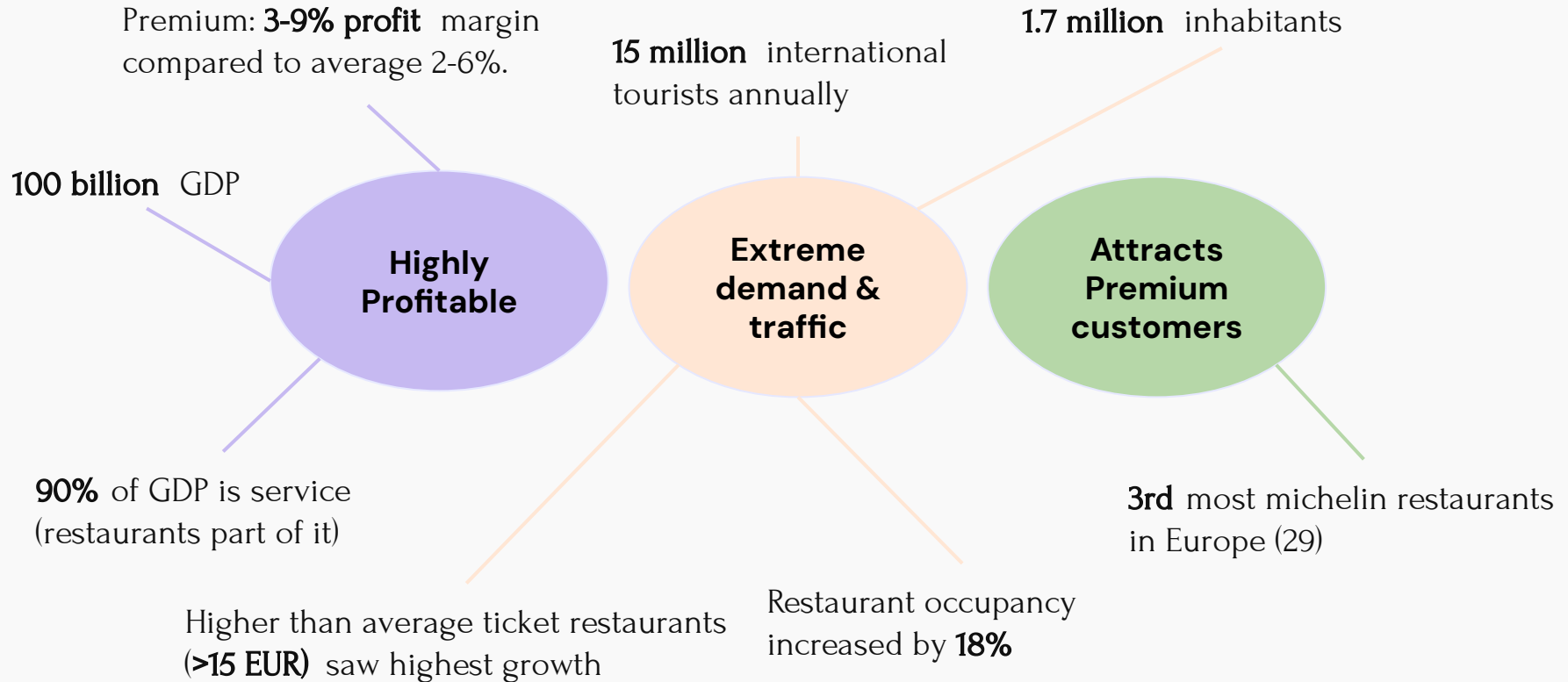**1** Restaurant

2 Barcelona

3 Premium Prices

Our business case centers on launching a premium-priced restaurant in Barcelona. To ensure its success, we need to identify the:
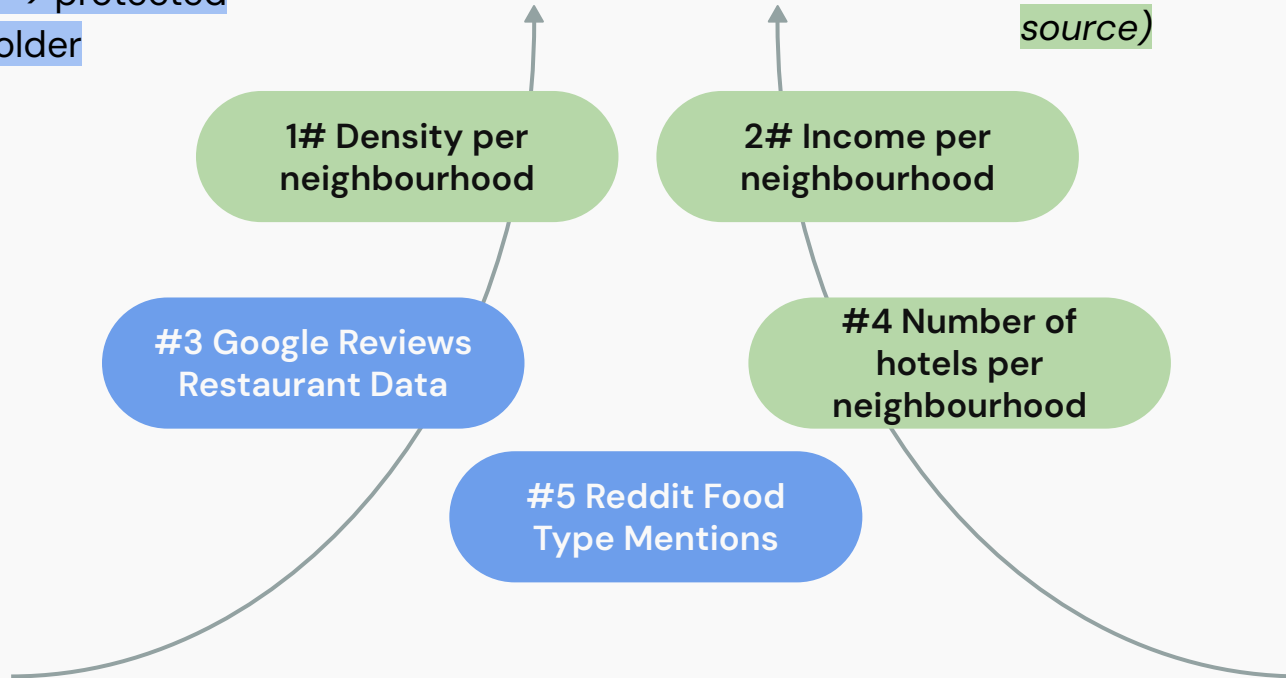
A) location and

B) type of cuisine.

Why a Premium-Restaurant in Barcelona?

Premium: **3-9% profit** margin compared to average 2-6%.

100 **billion** GDP

90% of GDP is service (restaurants part of it)

Highly Profitable

Higher than average ticket restaurants (**>15 EUR)** saw highest growth

15 million international tourists annually

Extreme demand & traffic

Restaurant occupancy increased by **18%**

1.7 million inhabitants

Attracts Premium customers

3rd most michelin restaurants in Europe (29)

Data Used

Downloaded from *Open Data Barcelona (official government source)*

1# Density per neighbourhood

2# Income per neighbourhood

#3 Google Reviews Restaurant Data

#4 Number of hotels per neighbourhood

#5 Reddit Food Type Mentions

Data Analysis Overview

Data Collection & Wrangling

Loaded Data (API / Datasets)

Cleaned column names & Invalid Values

Merged Dataframes

Dealt with null & duplicates

Exploratory Analysis

Correlation table, describe(), info()

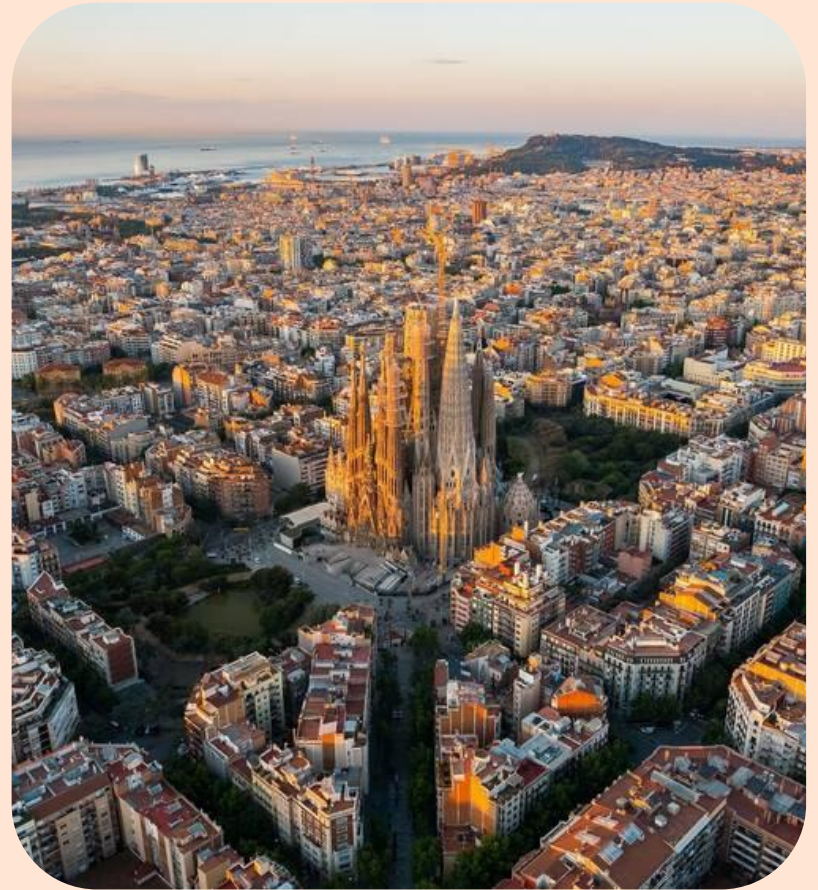**Bar Charts, Plots**

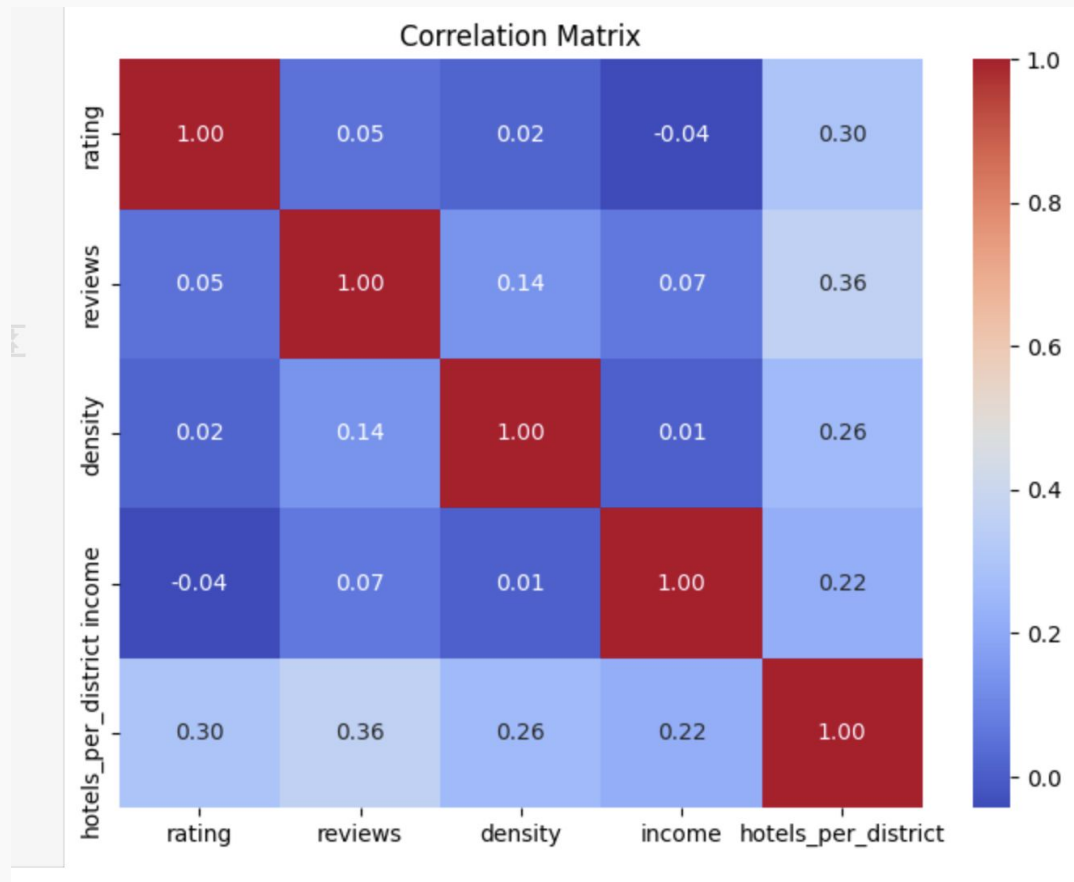**Heat Maps**

Groupby, Value_counts

Finding the perfect

LOCATION

Variables:
- – Population Density
- – Hotel Density
- – Restaurant Density
- – Income per neighbourhood

Correlation rating x numerical variables

Positive linear relationship between hotels and rating

```
Correlation with 'rating':
rating                1.000000
hotels_per_district   0.295282
reviews               0.054099
density               0.019915
income               -0.043553
Name: rating, dtype: float64
```

Population Density Across Districts

L'Eixample
18%

Grácia
15%

Ciutat Vella
12%

Sarrià–Sant Gervasi
9%

Les Corts
8%

Heatmap showing areas with highest density across districts (based on location data)

Income x Hotels per district

Income vs Hotel Count per District

Perfect Location

district	Suitability
ciutat vella	Good fallback option
gràcia	Good fallback option
horta-guinardo	Good fallback option
l'eixample	High potential
les corts	High income, but quieter
nou barris	Good fallback option
sant andreu	Good fallback option
sants-montjuic	Good fallback option
sarrià-sant gervasi	High income, but quieter

L'Eixample is the perfect location. Offers:

✅ **All season demand** (high population density & Income)
✅ **Tourism access** (highest concentration of hotels)
✅ **Higher rating potential** (correlates with high number of hotels)
✅ **Traffic** (proximity to other restaurants)

Les Corts & Sarrià–Sant Gervasi offer the same but with less population density –> less traffic

Finding the perfect
FOOD TYPE

Variables:
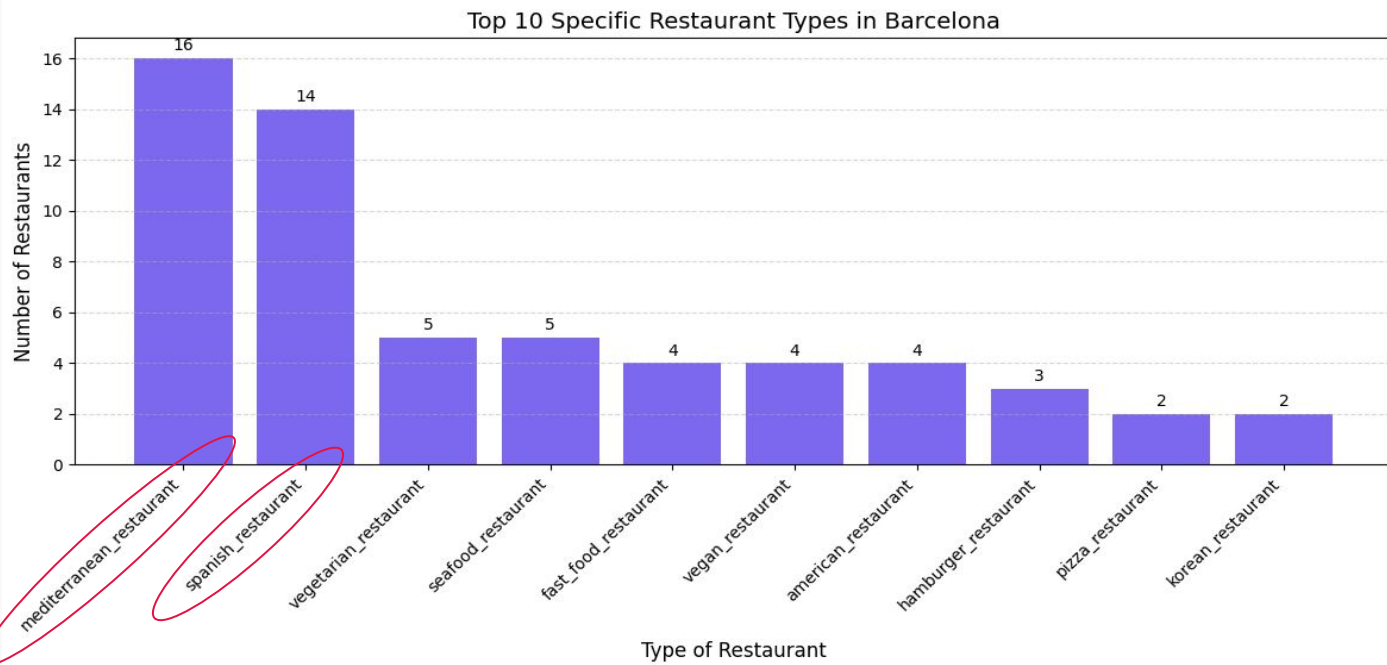- Top 55 restaurant food types
- Reddit r/Food mentions

Perfect Food Type

Reddit r/Food Mentions

Food	Mentions
steak	37
pizza	36
burger	26
pasta	21
ramen	14
sushi	8
paella	3
korean bbq	0
tapas	0

X

Top 10 Specific Restaurant Types in Barcelona

= **Spanish / Mediterranean Steakhouse**

✅ Support by data
✅ Works with premium prices
✅ Works with locals & tourists

Recap

What Went Well:
- Communication was fast and efficient.
- Collected rich data from multiple sources.
- Data analysis went well and led to clear insights.

Obstacles:
- GitHub collaboration and data structure issues.
- Free APIs were limited or unreliable.
- Generating conclusions took time due to fragmented sources.
- Trello would've improved workflow. Used too late.

Works Cited

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https://home.binwise.com/blog/restaurant-profit-margin?

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