

# THE BATTLE OF NEIGHBORHOODS

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IDENTIFYING THE BEST POSSIBLE NEIGHBORHOOD FOR JOHN

# BUSINESS PROBLEM

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- To find a borough for John in Munich, where he would feel comfortable
- Things that John loves to have in his neighborhood:
  1. Park
  2. Coffee
  3. Restaurant
  4. Bar
  5. Grocery Store

# REQUIRED DATA FOR ANALYSIS

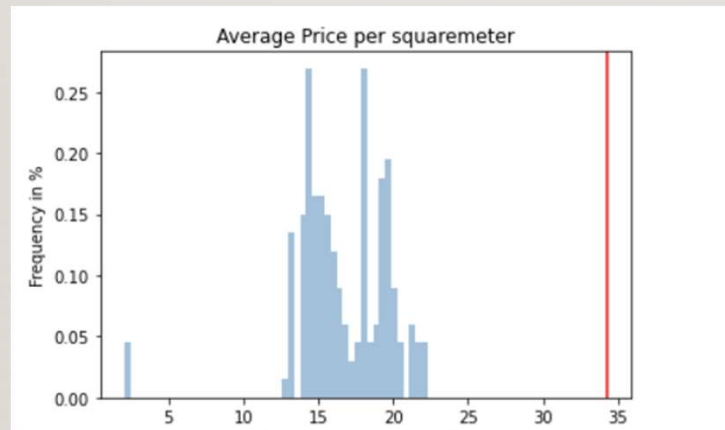
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- Avg Prices per sq.m of apartments at Munich  
['https://de.statista.com/statistik/daten/studie/260438/umfrage/mietpreise-in-muenchen-nach-bezirken/'](https://de.statista.com/statistik/daten/studie/260438/umfrage/mietpreise-in-muenchen-nach-bezirken/).
- Information about values in all boroughs at Munich  
<https://www.muenchen.de/leben/service/postleitzahlen.html>

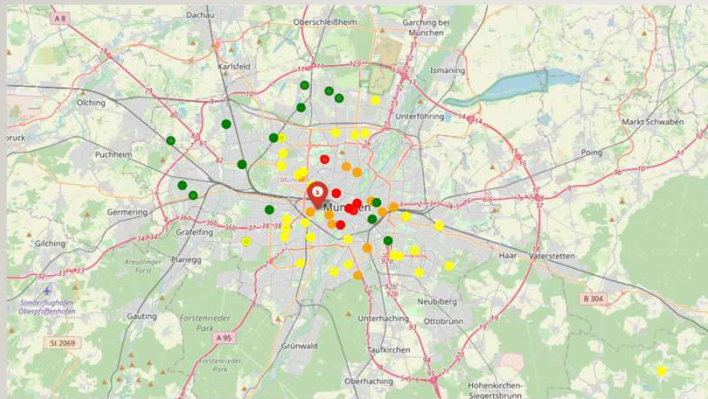
# ANALYSIS OF APPARATMENTS AT MUNICH

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- John's home has by far the highest price when compared to all other boroughs
- No matter what john's going to move, he will mostly likely find an apartment with lower price



# ANALYSIS OF PRICE DISTRIBUTION ACROSS MUNICH

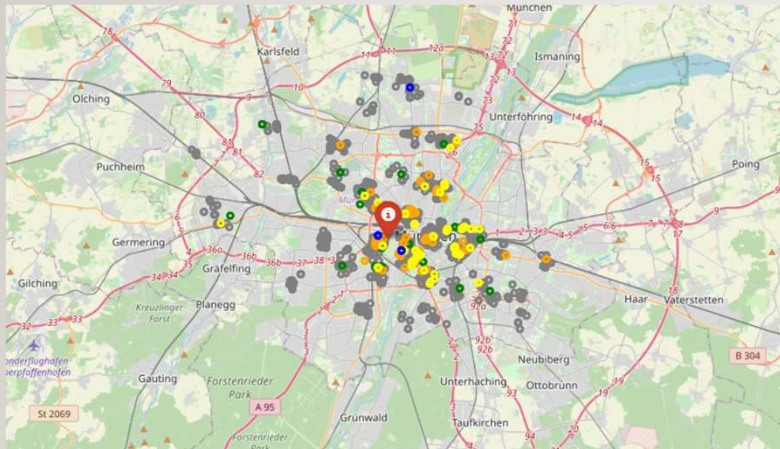


## LEGEND

Nr	Price range	color	#of boroughs	Nr	Price range	color	#of boroughs
1	(2.04, 4.59]	purple	3	5	(12.18, 14.71]	green	40
2	(4.59, 7.12]	blue	0	6	(14.71, 17.24]	yellow	49
3	(7.12, 9.65]	black	0	7	(17.24, 19.77]	orange	54
4	(9.65, 12.18]	brown	0	8	(19.77, 22.3]	red	19

- This means if John would like to have cheap apartment he needs to move away from the center of Munich

# ANALYSIS OF VENUE DISTRIBUTION ACROSS MUNICH



## LEGEND

Nr	Venue	color
1	parks	green
2	coffee	orange
3	bar & restaurant	yellow
4	grocery	Blue
5	other	grey

- Even though John lives in the perfect area to meet all of his requirements, there are a lot of promising neighborhoods as well



# MOST COMMON VENUES IN THE BOROUGH OF MUNICH

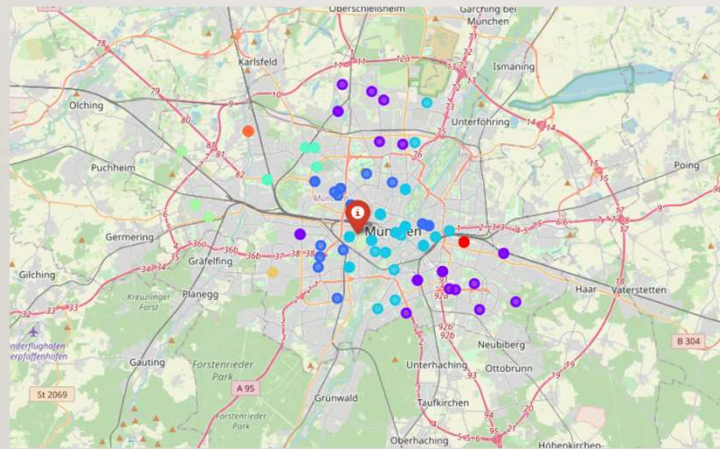
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Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Moosach	Bakery	Supermarket	Drugstore	Light Rail Station	Gastropub
Neuhausen-Nymphenburg	Bakery	Plaza	Ice Cream Shop	Pizza Place	Hotel
Obergiesing	Supermarket	Plaza	Pizza Place	Bakery	Shipping Store
Pasing-Obermenzing	Bakery	Hotel	Bus Stop	Athletics & Sports	Post Office
Ramersdorf-Perlach	Bus Stop	Bakery	Intersection	Pizza Place	Pet Store
Schwabing-Freimann	Trattoria/Osteria	Boutique	Ice Cream Shop	Hotel	Clothing Store
Schwabing-West	Trattoria/Osteria	Boutique	Ice Cream Shop	Gift Shop	Breakfast Spot
Schwanthalerhöhe	Burger Joint	Pizza Place	Bagel Shop	Pub	Tunnel
Sendling	Pharmacy	Athletics & Sports	Hotel	Pizza Place	Butcher
Sendling-Westpark	Bus Stop	Bakery	Drugstore	Coffee Shop	Pizza Place
Trudering-Riem	Gym / Fitness Center	Supermarket	Motel	Sandwich Place	Bus Stop
Untergiesing-Harlaching	Plaza	Soccer Field	Beach	Tram Station	Spa

- John could explore all other boroughs before making a final decision

# K MEANS IDENTIFIES MOST SIMILAR BOROUGHS TO JOHN'S CURRENT ONE

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- John should buy one of the eight areas highlighted in blue colour



# RECOMMENDATION FOR JOHN

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- John should move to “Allach-Untermenzing” where he will find the cheapest price per square meter