

Introduction/Business Problem:

Berlin is the capital of Germany, with a population of approximately 3.6 million, as of 2018. The population is composed of a significant amount of people who emigrated from other countries. A large portion of people who live in Berlin are Turkish, and it is known to have the largest Turkish community outside of Turkey. With such a large and diverse population, opening a restaurant can be a good business that can generate large revenue. However, there is a lot of criteria that should be taken into consideration before starting a new business.

This project aims to help individuals who wish to open a new restaurant in Berlin, by providing data that will give them insights about each neighborhood. The data will be represented in a visual format, making it easier to understand by any member of the audience. As a result, it will help the individual make key decisions about their business. The data which will be help solve the following questions: which neighbourhood is the best to open the restaurant in? What price range should set for the restaurant? Are there similar restaurants nearby which will cause competition? Is the rent in this neighbourhood within my budget?

The target audience for this project will be anyone trying to open a new restaurant, of any kind. This project will give insights about each neighbourhood and by looking at these insights the people who wish to open restaurants can figure out the best location for the restaurant and it will also help them make key decisions.