



IBM COURSERA DATA SCIENCE CAPSTONE

The Battle of The Neighborhoods

In Search of the best location for a bar in Zurich, Switzerland

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1 Business Case

Our client, whose dream has always been to open his own restaurant, wants to find the best location for his establishment. He already made the decision to open the restaurant in Zurich, Switzerland. But he is not familiar with the areas in the city and doesn't know which location is the best choice. As he knows about the importance of choosing your location, he is asking for an analysis of the best neighbourhood to open his restaurant.

The problem question is, in other words: **What neighbourhood in Zurich has the best characteristics for our client to open up his restaurant?**

2 The Data

The data for this project is coming from different sources. The target group, as described by the client, are mainly families. Therefore, it is important to find areas with a lot of families to maximise the catchment area. It is also good to have other venues such as shopping centres close by, as well as parking facilities.

2.1 Foursquare

Foursquare is a social networking service that allows users to discover and share information about businesses and attractions around them. The collection of different types of entertainment, drinking and dining venues make it a very valuable source for our analysis. Foursquare has an API that can be utilised to query their database and get information related to different areas, venues, reviews and tips.

2.2 Directorate of Education of the Canton of Zurich

For an Open Data Event in 2016 of the University of Bern, the directorate of education of the canton of Zurich created a data set with the number of pupils in the public schools in the compulsory school period. This will be used as a substitute to find areas with a lot of students and thus a lot of families.

<https://schuelerzahlen-zuerich.opendata.iwi.unibe.ch/#Daten>

2.3 Open Data from the City of Zurich

This page contains a lot of useful information and statistics such as languages spoken in which areas, education level per area, average age and even average death age per region. Due to the limitation of this work, the focus will be on finding areas with families and a suitable surrounding (train station, parking, and shopping malls). However, for a deeper analysis, the page would provide a lot of data to get a very detailed analysis.

I will use the dataset of “Privathaushalte nach Haushaltsform und Stadtquartier” (Private households by household type and urban quarter). The dataset gives a deep inside for all neighbourhoods, how many single-households, couples and families live there. The data was last updated on the 18 of July, 2019. The data starts from 2013.

https://data.stadt-zuerich.ch/dataset/bev_hh_haushaltsform_quartier_seit2013_od3805