

Moving to Berlin

A Neighbourhood Guide for Newcomers to Berlin

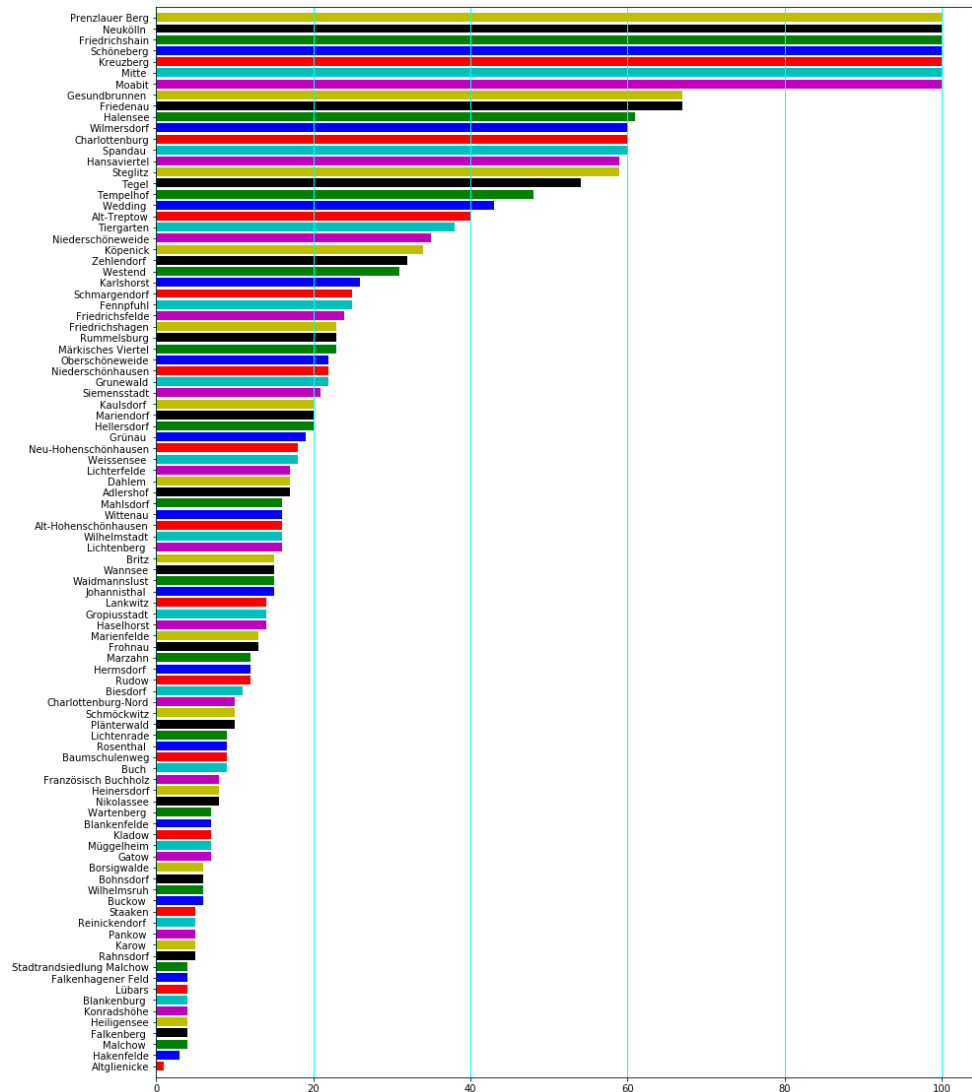
Determining the right neighbourhood is important for new employees

- ▶ Living in an unsuitable neighbourhood can have an impact on overall happiness and work performance.
- ▶ Visiting a city as a tourist gives an incomplete picture of life as a resident.
- ▶ Worst-case scenario: an employee may quit, causing a company to waste time and money recruiting for the role again.

Data

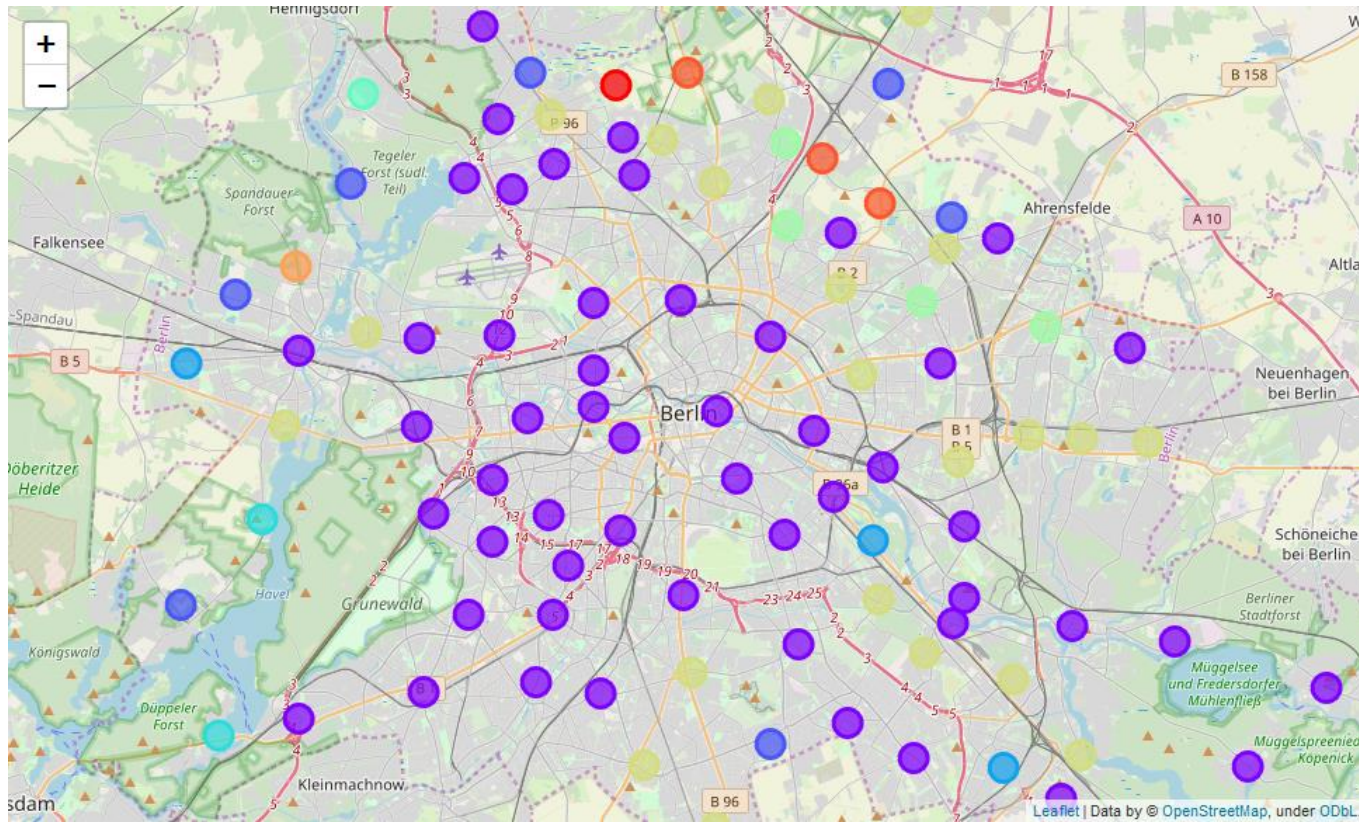
- ▶ A list of 96 neighbourhoods was collected from Wikipedia.
- ▶ Combined with location data from Geocoder
- ▶ Venue data acquired from the Foursquare API - 2435 venues across 292 unique venue categories.

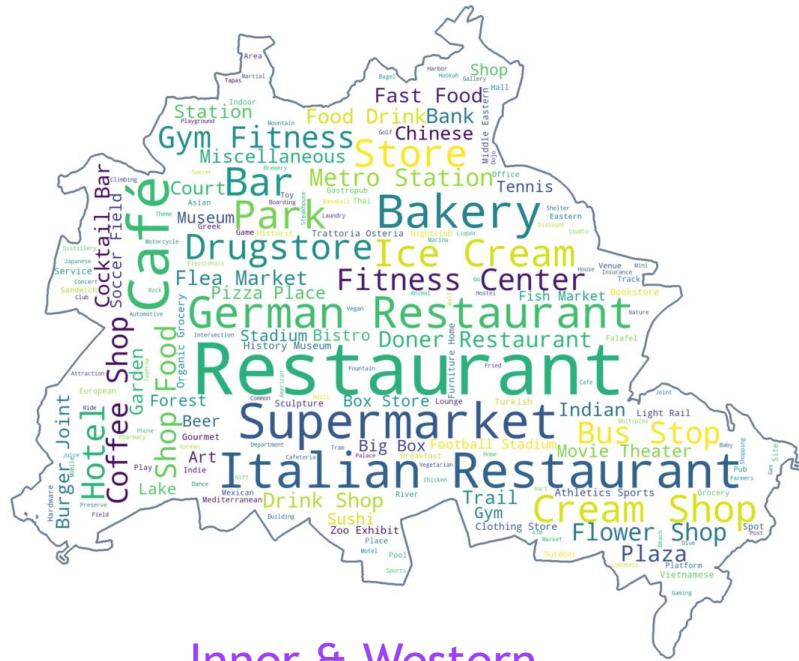




- ▶ Great range of the number of venues in each neighbourhood
- ▶ More venue, more accurate clustering will be.

Two Distinct Areas - Inner & Western Outer & Eastern





A greater range of venues in Inner & Western Berlin

More bars, cafés and restaurants suggest livelier neighbourhoods

Conclusion & Future Directions

- ▶ **Western & Inner** Berlin livelier, greater variety of things to do
- ▶ **Eastern & Outer** Berlin quiet, fewer things to do

Future:

- ▶ More complete data source for outer Berlin Neighbourhoods
- ▶ Show relationship between venue categories
i.e. Restaurant > Japanese Restaurant > Sushi Restaurant