



MY CAPSTONE PROJECT

FINDING THE BEST PLACE IN STOCKHOLM FOR A NEW OFFICE

FOR COURSERA - IBM DATA SCIENCE

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FINDING THE BEST PLACE IN STOCKHOLM FOR A NEW OFFICE

Business problem:

There are many factors companies need to consider when looking for a new office. Depending on what kind of business you run and who your customers are, different parts of Stockholm might be more or less suitable for your office location.

The right office is also a key to attracting and retaining top talent. Employees appreciate being close to metro or busses, being near restaurants, coffee shops, parks and gyms.

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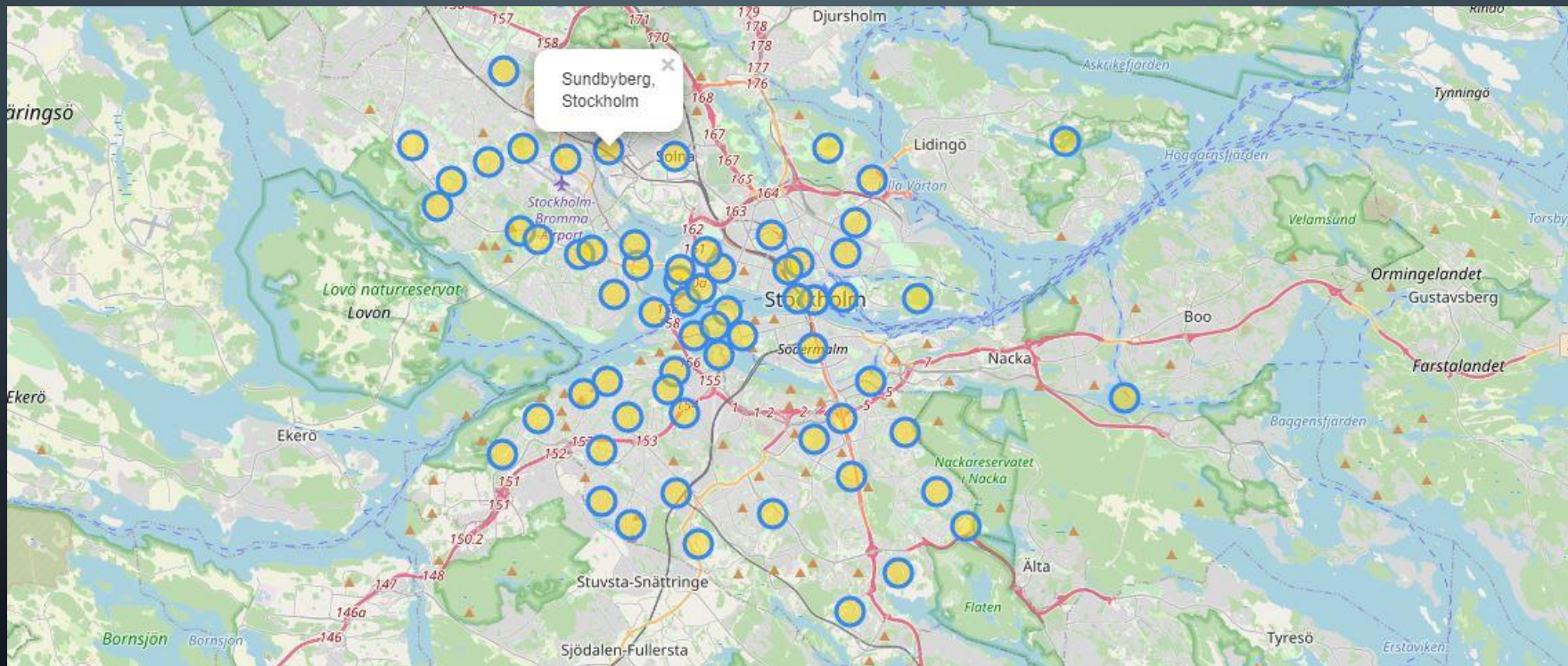
Data:

Leveraging Foursquare data and comparing rental prices in different Stockholm neighbourhoods will help our company find the most suitable office location for a reasonable price, offering the employees proximity to public transport, restaurants, coffee shops, green spaces and gyms.

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Methodology:

Step 1: creating a list and a map of Stockholm neighbourhoods



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Methodology:

Step 2: researching office prices and their dependencies

Shared Workspace • Private Workspace •
Services included • Flexible term • Fixed cost

Serviced offices / Private offices / Coworking spaces / In the middle of Central Business District - Both co-working and private offices available - 24/7 access - WiFi...

Kungsträdgården T-bana 0.2 Km

Östermalmstorg T-bana 0.3 Km

Offices - Serviced 15-250 ppl from kr119,250 / m

Desks - Fixed p/person from kr4,995 / m

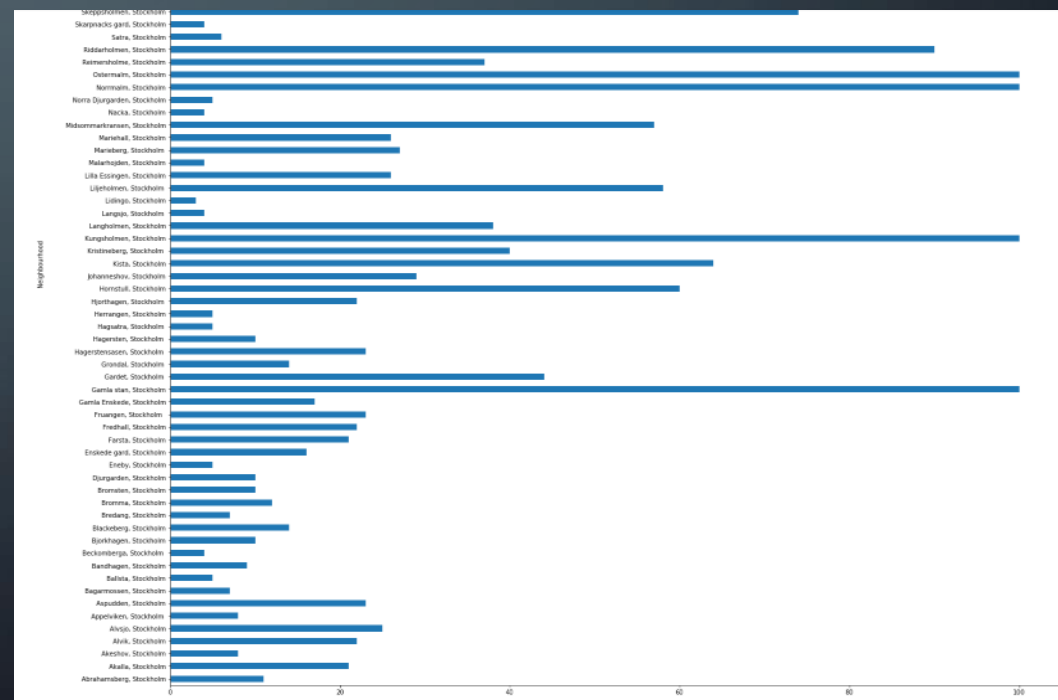
Quick Quote



	Neighbourhood	Rent_psm	Distance from Centre
0	Abrahamsberg, Stockholm	1275	2
1	Akalla, Stockholm	1275	3
2	Akeshov, Stockholm	1275	2
3	Alvik, Stockholm	1275	2
4	Alvsjo, Stockholm	1275	2
...
62	Ulvsunda, Stockholm	1275	2
63	Vallingby, Stockholm	1275	3
64	Vasaplan, Stockholm	4950	1
65	Vasastan, Stockholm	3300	1
66	Vastberga, Stockholm	1275	2

Methodology:

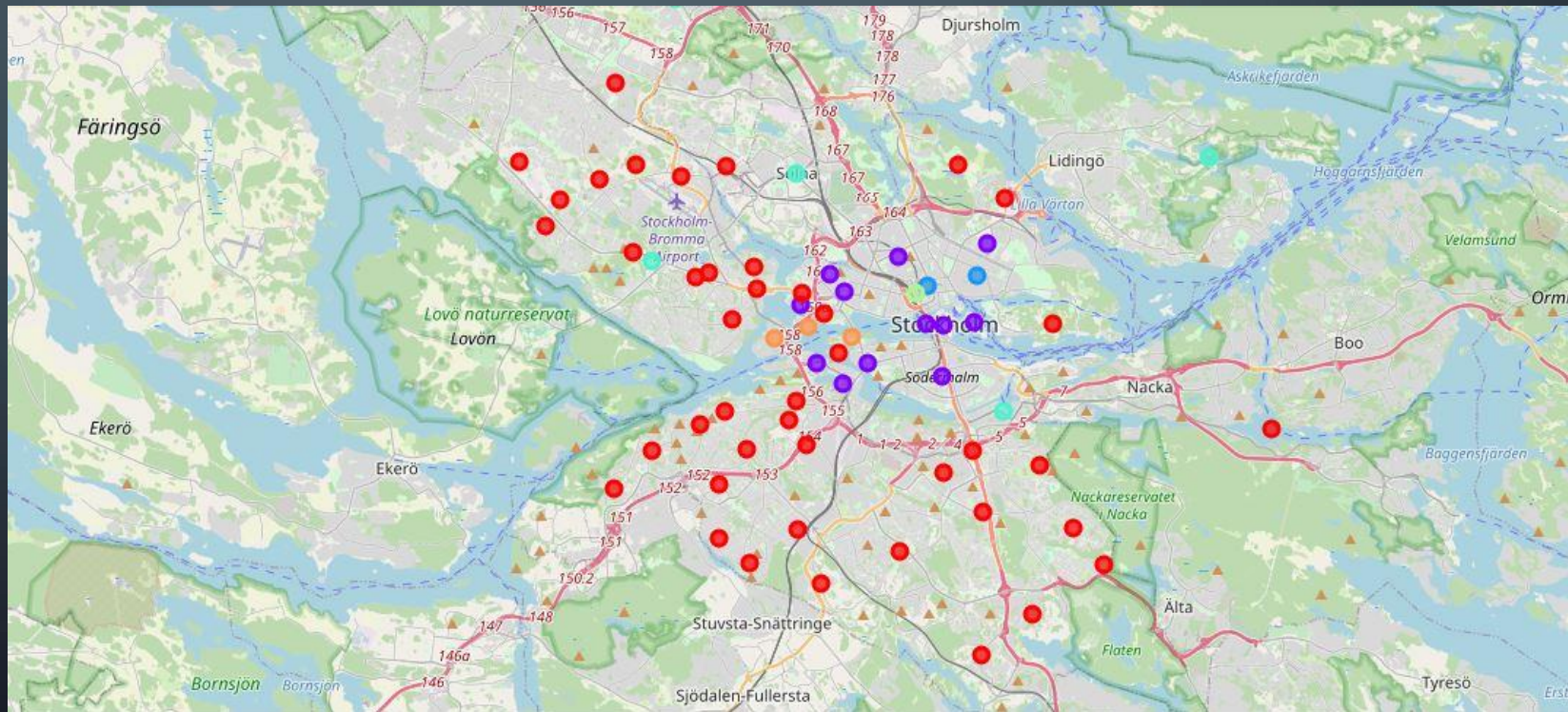
	name	categories	lat	lng
0	Science Fiction Bokhandeln	Bookstore	59.324047	18.070682
1	Tradition	Scandinavian Restaurant	59.325940	18.073710
2	Stortorget	Plaza	59.324973	18.070727
3	19 Glas Bar & Matsal	Wine Bar	59.324633	18.068670
4	Gustaf III-statyn	Outdoor Sculpture	59.326780	18.075030
...
95	Gamla riksdagshuset	Building	59.324846	18.065033
96	Zum Franziskaners Bakfickan	Beer Bar	59.322278	18.074248
97	Räntmästartrappan (B)	Bus Stop	59.322098	18.074320
98	Djurgården 8	Boat or Ferry	59.323895	18.078907
99	Birger Jarls torg	Plaza	59.325062	18.063885



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Methodology:

Step 4: clustering the neighbourhoods to find similarities and to find optimal location for our office:



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Summary:

Based on the findings, if price is not an issue, our company might consider opening the new office in one of the central locations in cluster three or five. Those are the most exclusive locations, easily accessible both for customers and employees, with lots of venues available such as restaurants, cafés and gyms.

If the company would like to be located close to the centre, but does not want to pay the highest rent, neighbourhoods from cluster two will be perfect. Cluster two neighbourhoods have a variety of venues from cafés and restaurants, to parks, gyms, after work entertainment options, and are easily accessible from any other point in the Stockholm area.

For any rather new company, with lower budget, the new emerging business districts like Solna, Kista or Hammarby are going to be perfect. Fairly easy accessible thanks to public transport, rents are significantly lower than in the central neighbourhoods, and less than in city centre but still plenty of venues available for employees.