Opening a vegan restaurant in Munich, Germany

Coursera Capstone

IBM Applied Data Science Capstone

Introduction

- Vegan and vegetarian lifestyles have been increasing in popularity over the past years

- There are a lot of restaurants in Munich, but very few are offering vegetarian and vegan food

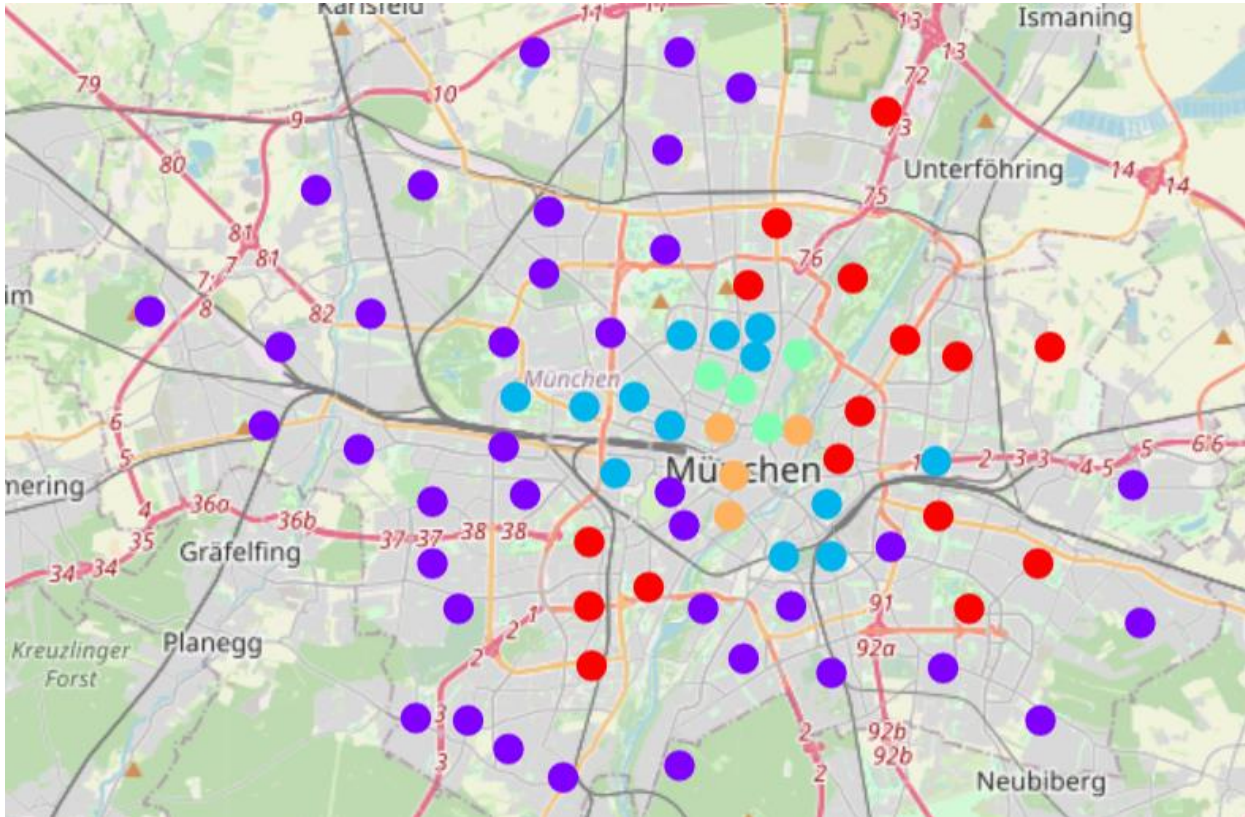- The aim of the project: to find the best location in Munich for a vegan restaurant

Methods 1:
Obtaining data on venues in particular districts

	District	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
0	Allach-Untermenzing	Hotel	Bakery	Park	German Restaurant	Bus Stop	Supermarket	Tennis Court	Indian Restaurant
1	Altstadt-Lehel	Café	Italian Restaurant	Plaza	Art Museum	German Restaurant	Ice Cream Shop	Pizza Place	History Museum
2	Au-Haidhausen	German Restaurant	Italian Restaurant	Greek Restaurant	Supermarket	Restaurant	Café	Plaza	Bar
3	Aubing-Lochhausen-Langwied	Bus Stop	Supermarket	Bakery	Asian Restaurant	Automotive Shop	Park	Bowling Alley	Light Rail Station
4	Berg am Laim	Supermarket	Drugstore	Bakery	Italian Restaurant	Bus Stop	Asian Restaurant	Metro Station	Bavarian Restaurant
5	Bogenhausen	Italian Restaurant	Park	Bakery	Drugstore	Bus Stop	Restaurant	Plaza	Supermarket
6	Feldmoching-Hasenbergl	Supermarket	Plaza	Bus Stop	Greek Restaurant	Café	Lake	Bakery	Beer Garden
7	Hadern	Bus Stop	Supermarket	Plaza	Trattoria/Osteria	German Restaurant	Greek Restaurant	Italian Restaurant	Bakery
8	Laim	Supermarket	Bakery	Tram Station	Greek Restaurant	Restaurant	Drugstore	Doner Restaurant	Bank

Methods 2:
Data clustering and visualisation

- Cluster 0 (residential area): red
- Cluster 1 (residential / lively area): purple
- Cluster 2 (lively area): blue
- Cluster 3 (lively area): light green
- Cluster 4 (lively area): orange

Methods 2:
Listing of vegetarian and vegan restaurants

	District	Vegetarian / Vegan Restaurant
0	Allach-Untermenzing	0
1	Altstadt-Lehel	1
2	Au-Haidhausen	1
3	Aubing-Lochhausen-Langwied	0
4	Berg am Laim	0
5	Bogenhausen	0
6	Feldmoching-Hasenbergl	0
7	Hadern	0
8	Laim	0
9	Ludwigsvorstadt-Isarvorstadt	0
10	Maxvorstadt	1
11	Milbertshofen-Am Hart	0
12	Moosach	0
13	Neuhausen-Nymphenburg	0
14	Obergiesing	0
15	Pasing-Obermenzing	0
16	Ramersdorf-Perlach	0
17	Schwabing-Freimann	0
18	Schwabing-West	0
19	Schwanthalerhöhe	1
20	Sendling	0
21	Thalkirchen	0
22	Trudering-Riem	0
23	Untergiesing-Harlaching	0

Results and conclusion

▶ Munich is a lively city with many restaurants

▶ There are only four vegetarian / vegan restaurants in the city

▶ Based on the clustering results, the best locations for a new vegan restaurant are clusters 2, 3 and 4: lively areas withy many potential customers