Optimal location for a new Kebab Restaurant/Pizzeria in Tampere, Finland
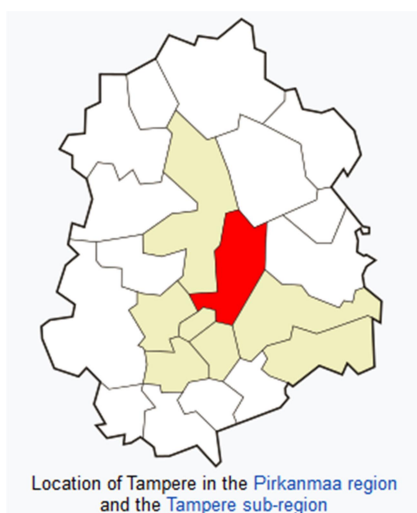
Vesa Kauranen

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1. Introduction

1.1 Background

Kebab Restaurants, Pizzerias and Fast food places are quite popular in Finland. There are some big companies like Mc Donald's, the big Finnish and international company Hesburger, and franchising pizzerias like Kotipizza. This is also true in Tampere. Normally the current Kebab places are run by Turkish or Kurdish people or people from that area. Also the Kebab places and pizzerias are combined together. Thus Kebab places sell pizzas, and many pizzerias sell kebab food.

Tampere is a city in Pirkanmaa, southern Finland. It is the most populous inland city in the Nordic countries. Tampere has a population of over 235 000 with the urban area holding over 334 000 people and the metropolitan area, also known as the Tampere sub-region, holding over 385 000 inhabitants in an area of 4,970 km2.Tampere is the second-largest urban area and third most-populous individual municipality in Finland, after the cities of Helsinki and Espoo. It's also the most populous Finnish city outside the Greater Helsinki area and a major urban, economic, and cultural hub for central Finland.[1] The web site of Tampere in English is https://www.tampere.fi/en/city-of-tampere.html.

Location of Tampere in the Pirkanmaa region and the Tampere sub-region [2]

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[1] https://en.wikipedia.org/wiki/Tampere
[2] https://en.wikipedia.org/wiki/Tampere

Location of Tampere in Finland
Coordinates: 🌐 61°30′N 23°46′E

Country	🇫🇮 Finland
Region	🛡️ Pirkanmaa
Sub-region	Tampere [3]

1.2 Business Problem

In this project we will try to find an optimal location for a new Kebab Restaurant/Pizzeria/fast food place in Tampere. Specifically, this report will be targeted to stakeholders interested in opening such a new place in Tampere, Finland. So this could be an opportunity for an immigrant to start a new bussiness or to get a job. Pizzerias also are run by Turkish or Kurdish people, but also by other people. Thus this project is also aimed to a larger population and franchising companies.

We are going to find out how many Kebab Restaurants/Pizzerias/fast food places there are in Tampere, and how they are located in different areas, neighbours, and boroughs. We are going to see how many possible customers are in the area, and try to find places with as few competitors as possible, and on the other hand find attractive places where people go, like shops or bars in vicinity.

We will use our data science powers to generate a few most promising neighborhoods based on our criteria.

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[3] https://en.wikipedia.org/wiki/Tampere