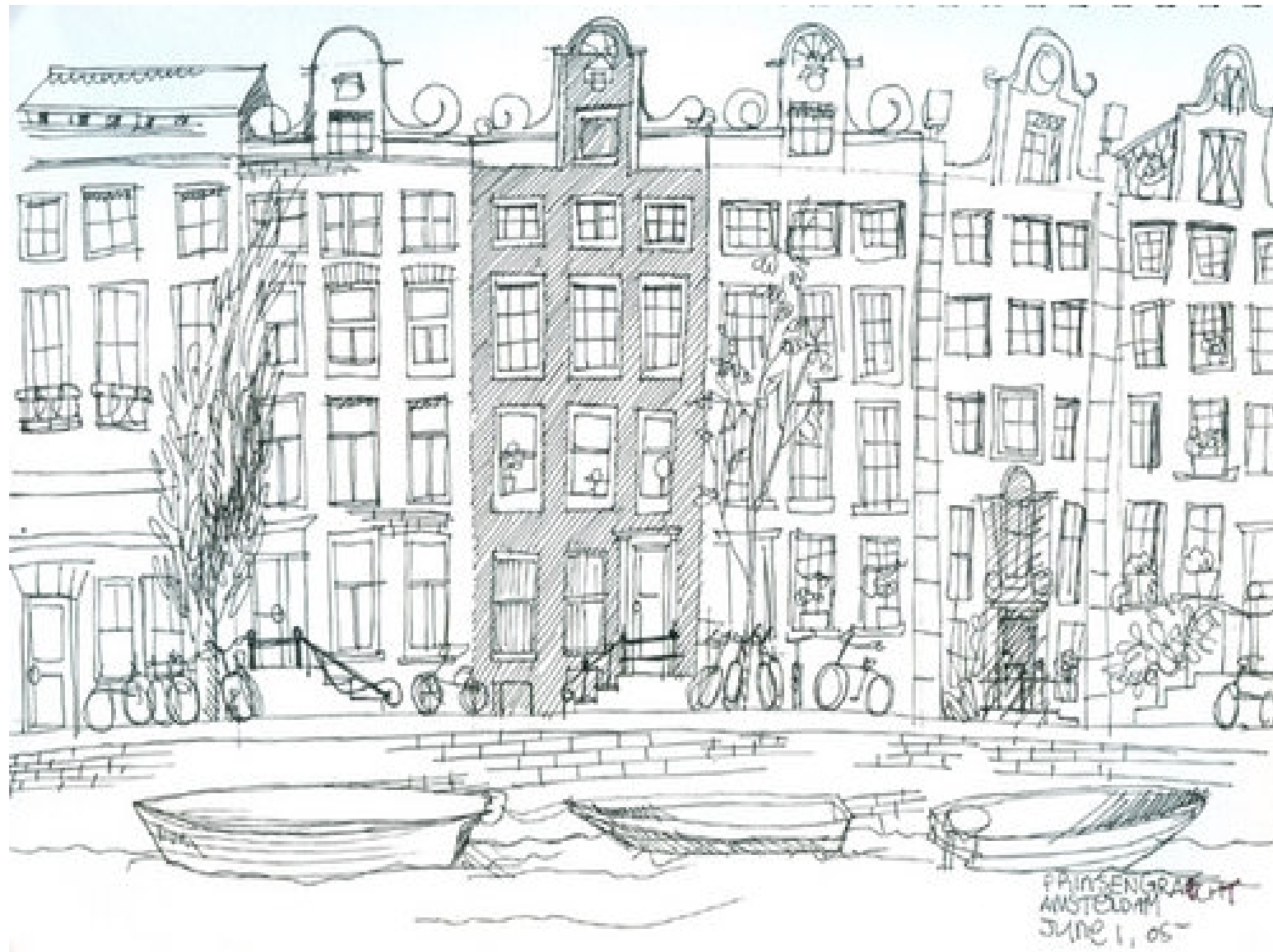


Amsterdam – The battle of neighbourhoods

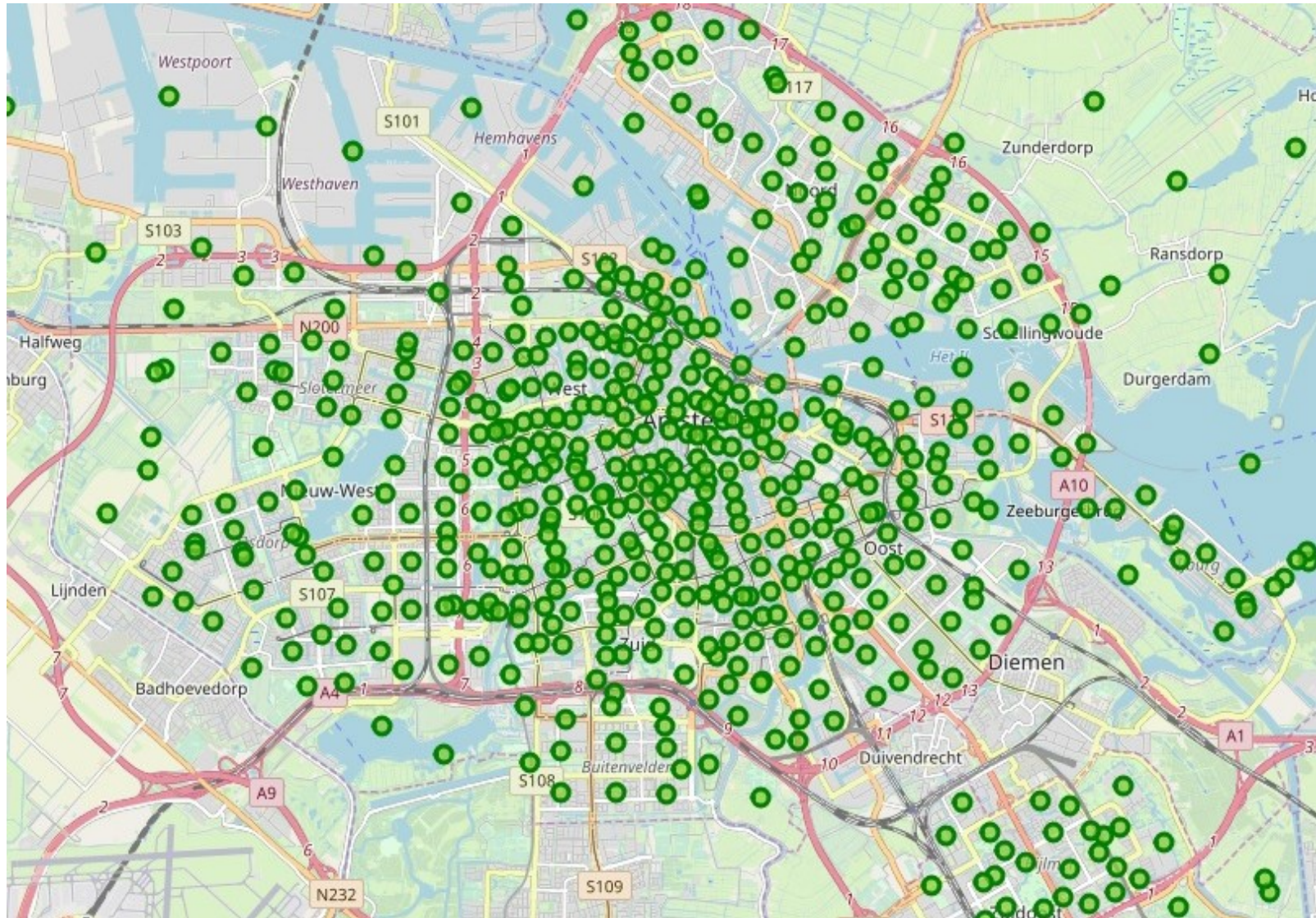


Business problem

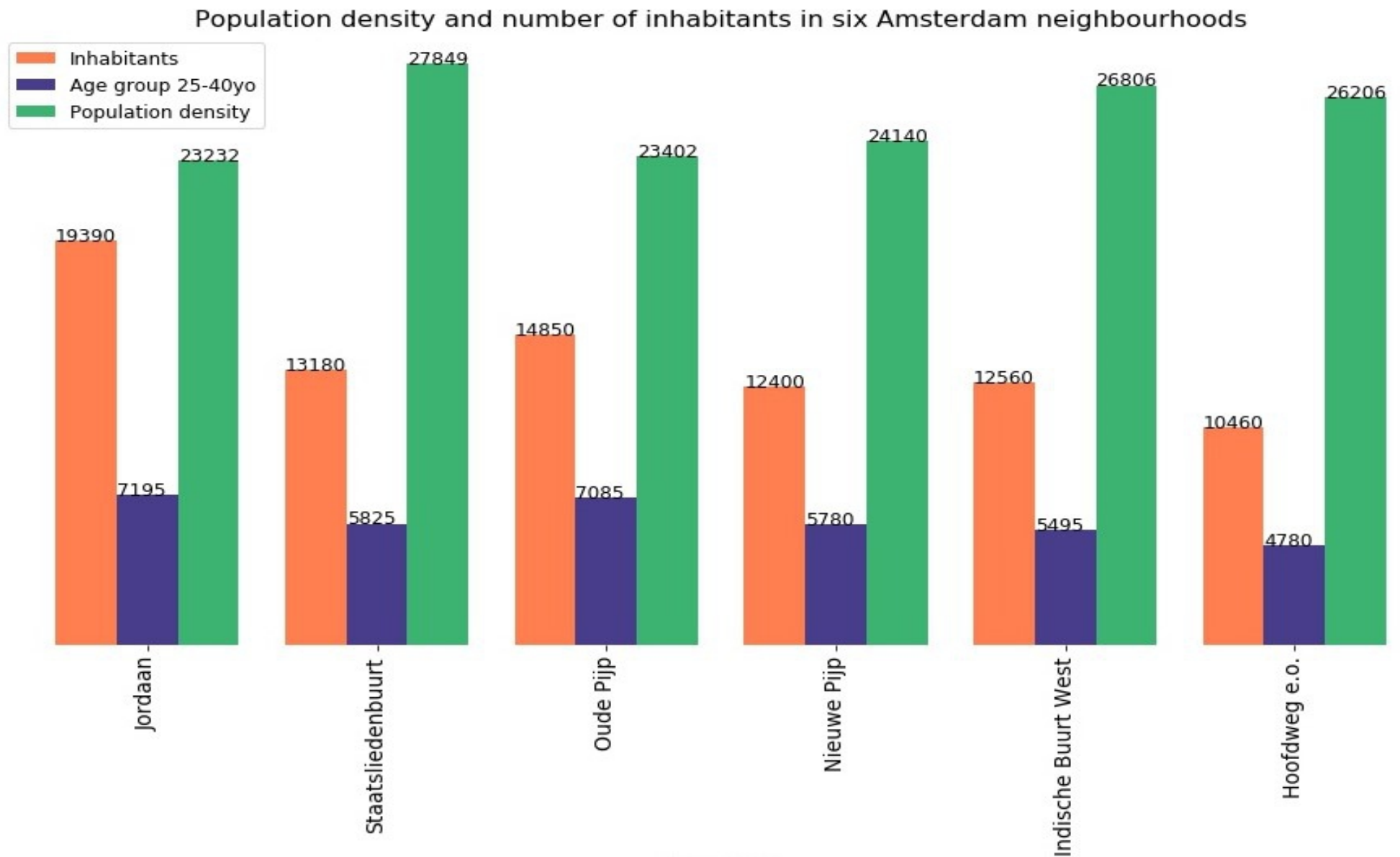
To open a new Italian restaurant in a popular neighbourhood of Amsterdam with the following criteria:

- high population density
- high number of inhabitants relative to other areas
- area generally popular with restaurants
- no or only a small number of Italian restaurants are present in the neighbourhood

577 neighbourhoods in total



Filter the data by population density and number of inhabitants



Six neighbourhoods put to the test



Frequency of Italian restaurants and popularity of restaurants

- Frequency of Italian restaurants

Neighbourhood	Italian Restaurant
Hoofdweg e.o.	0.00
Indische Buurt West	0.04
Jordaan	0.02
Nieuwe Pijp	0.04
Oude Pijp	0.02
Staatsliedenbuurt	0.09

- Top 10 venues in Hoofdweg e.o.

----Hoofdweg e.o.----		
	venue	freq
0	Restaurant	0.09
1	Coffee Shop	0.08
2	Bar	0.08
3	Tram Station	0.06
4	Deli / Bodega	0.04
5	Supermarket	0.04
6	Bistro	0.04
7	Plaza	0.04
8	Pizza Place	0.04
9	Bed & Breakfast	0.04

Conclusion and recommendation

Hoofdweg e.o. meets all the criteria:

- population density of 26,206
- 10,460 inhabitants
- no Italian restaurant in the area
- restaurants generally popular (freq.=0.09)

Recommendation for the client:

- Hoofdweg e.o. presents the most interesting business opportunity for the client and we recommend for them to open a new Italian restaurant in this area