

## **Deciding where to move in Helsinki**

### **Background**

Helsinki is a small but diverse city. With 650 000 inhabitants, the capital of Finland is also the most populous city in Finland. Its districts are significantly different from each other and there is a district for every flavor.

When people decide where to move, they often search the internet for information about the areas they are interested in. The features of the area or district can be an important criterion when deciding on a location. For example, outgoing people might want cafeterias, bars and restaurants nearby, while families might want parks and recreational centers near their home.

### **Problem**

Deciding where to move is a big decision. Researching the surroundings can be time-consuming to do by hand. My aim is to cluster the districts of Helsinki and compare the obtained clusters. Based on the clusters and the comparison, people can include district information in their decisions about where to move in Helsinki.

### **Data**

The data are from the Helsinki Region Infoshare (HRI) service, whose aims are to make regional information quickly and easily accessible to all. The data are in two parts. The first part consists of all the addresses, postal codes and coordinates in Helsinki. The second part consists of postal codes and postal area names. These data are then merged into one datafile with addresses, postal codes, postal area names and the coordinates related to the postal areas (districts).

The data will be used to access information about venues in the different districts from Foursquare. Then the districts will be clustered in order to locate districts that are similar in terms of venue popularity. Decisions about where to move can then be made based on venues and venue popularity.