

Introduction / Business Problem

In this project, a certain part of the Kadikoy district in Istanbul, Turkey will be analyzed. The region to be analyzed is a dynamic and lively part of the city with lots of cafes, restaurants and bars, as well as cultural venues and also shops and some residential areas as well. It is quite a dense part of the city. The region to be analyzed is not homogenous in terms of the types of the venues though, so this study aims to find out the similar and different parts and to cluster the similar ones together.

This study can be interesting and beneficial for a number of groups. A tourist who would like to spend some time in this area can use it to have a better idea of what to expect from different parts. He may create his walking route to see the parts with different characteristics.

Besides, an investor who is planning to purchase or rent a property in this area can find it beneficial to look at this analysis to better understand the area. Depending on the category of his investment, he can eliminate some parts or focus on some other parts.

Someone living in Kadikoy or Istanbul can also be interested in this study to have a better understanding of this region and to learn more about the city that she is living in.

Additionally, this study can serve as a base for further analysis of this area or comparison with other areas.

Below is a map of the region to be analyzed. This area consists of parts of three neighborhoods (Caferaga, Osmanaga and Rasimpasa).

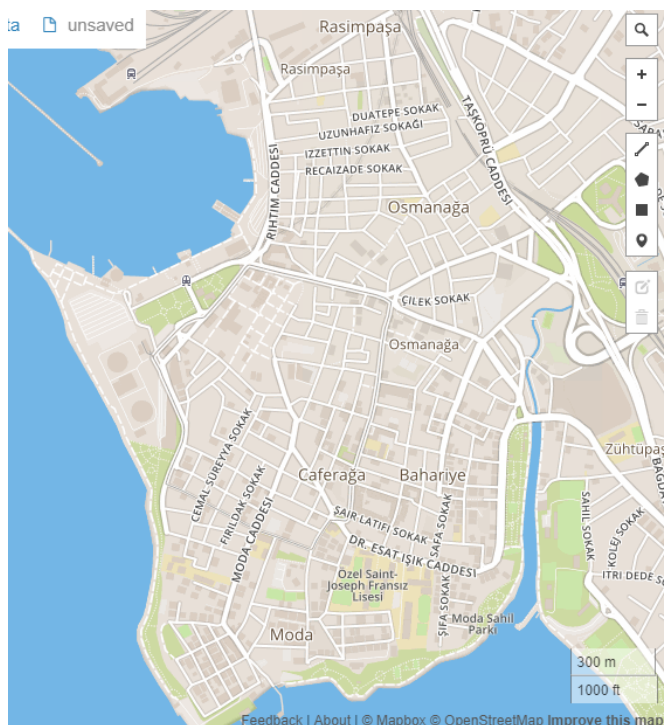


Image: The part of Kadikoy, Istanbul, Turkey to be analyzed in this study

(Image reference: <http://geojson.io/#map=15/40.9886/29.0218>)