Recommendation for the opening of a Brazilian Coffee Shop/Lounge bar in Zurich

1. Introduction

1.1 Background

Zurich is a multi-cultural city in Switzerland, with a high variety of restaurants, bars and coffee shops. Among the high variety of cultures and different languages spoken in Switzerland and Zurich, there is a large south American and Brazilian community present in the city of Zurich.
Brazilians are renowned for their love of dance and music, as well as to socialize and eating out. While there are a number of south American style restaurants and bars in Zurich, those establishments are often mixing south American and European culture in order to attract more guests. The intent is to provide an environment in form of a coffee shop and bar which represents the specific characteristics of Brazilian culture.

Due to its specific focus, it is therefore important to identify the best location for the opening of such coffee shop and bar in the city of Zurich, in order to run a successful business.

1.2 Problem

Data that might contribute to determining the ideal location for a Brazilian coffee shop/lounge bar in Zurich include population, nationality, age, gender by district in Zurich, as well as information regarding existing bars and pubs which represent the competition to the intended business. This project aims to recommend the ideal location for the opening of a Brazilian coffee shop/bar in Zurich.

2. Data acquisition and cleaning

2.1 Data sources

Information regarding population, nationality, age, gender by district in Zurich can be found in two csv datasets that are provided publicly by the city of Zurich (https://www.stadt-zuerich.ch/portal/de/index/ogd.html).
One dataset provides information for nationalities as well as continent of origin by district, another dataset lists information about age groups per district, incl. a distinction of Swiss or foreign nationality.
In addition, the city of Zurich provides a dataset with an overview of existing bars and lounges in Zurich by district, incl. a categorization of each business into subtypes, such as cocktail bar, music bar, pub, etc.

2.3 Feature selection

In order to solve the stated problem, I plan to combine first the population focused datasets in order to get an overview of the south-american population per district by filtering by continent origin. This information would be enhanced with the information from the second

dataset in terms of age groups and origin per district in order to identify the district with the highest south-american population at age groups 20-39 and 40-59 which are the primary target for the intended coffee shop/bar.

For existing restaurants, bars and lounges in Zurich, the city of Zurich provides an API: https://zt.zuerich.com/en/open-data. This data can be narrowed down to the relevant category of "Bars and Lounges" which has further subcategories such as "Cultural locale" or "Live Music".

Further datasets regarding population density per district will be included in order to identify the ideal location based on district with highest south American population at targeted age group, population density, and least competition (e.g. other similar businesses in the neighborhood).