
Darmstadt Döner Restaurant Location

PROBLEM

Döner is a popular fast-food in Germany. So, it is less risky to open up a new one.

However, the location matters and the choice of it is either irreversible or cost much.

Which is (or are) the location(s) in DARMSTADT, HESSEN to choose?

DATA

Zip codes and neighborhood names are scraped from

<https://www.postalpinzipcodes.com/Post-Office-Deu-Germany-Darmstadt-Postal-Code-64297-Zip-Code>

Venues around the neighbourhoods are retrieved from Foursquare API.

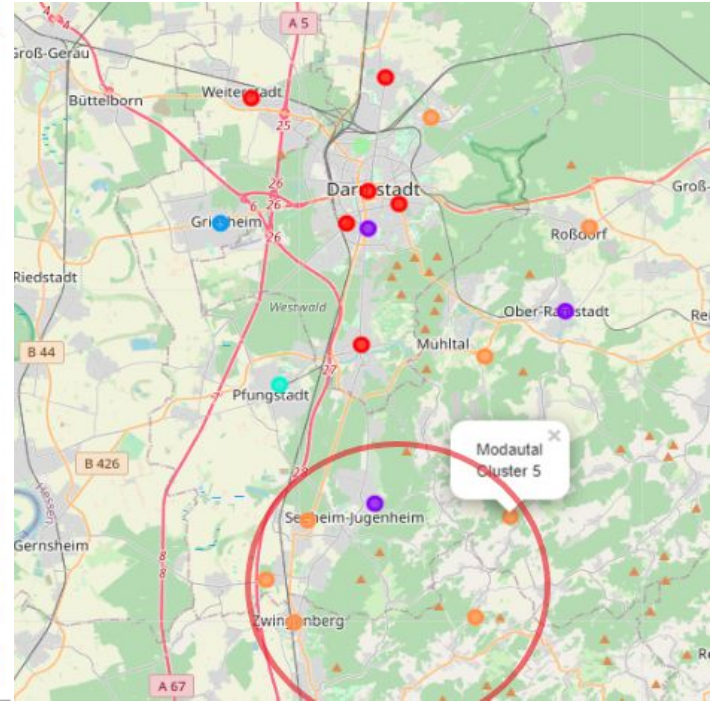
RESULTS

There are 22 restaurant categories for all the neighbourhoods. No one is dominant.

Some neighborhoods don't have any type of restaurants at all.

CLUSTERS and RESTAURANT TYPES

Neighbourhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Darmstadt-1	0	Vegetarian / Vegan Restaurant	Italian Restaurant	French Restaurant	Asian Restaurant	Australian Restaurant
Darmstadt-8	0	Doner Restaurant	Italian Restaurant	Vegetarian / Vegan Restaurant	French Restaurant	Asian Restaurant
Weiterstadt	0	German Restaurant	Mediterranean Restaurant	Greek Restaurant	French Restaurant	Asian Restaurant
Darmstadt-3	0	Asian Restaurant	Vegetarian / Vegan Restaurant	Turkish Restaurant	Australian Restaurant	Comfort Food Restaurant
Darmstadt-4	0	Tapas Restaurant	Sushi Restaurant	Comfort Food Restaurant	Indian Restaurant	Vegetarian / Vegan Restaurant
Darmstadt-5	0	Sushi Restaurant	Turkish Restaurant	Asian Restaurant	Middle Eastern Restaurant	Italian Restaurant
Seelheim-Jugenheim	1	German Restaurant	Restaurant	French Restaurant	Asian Restaurant	Australian Restaurant
Ober-Ramstadt	1	German Restaurant	Turkish Restaurant	Asian Restaurant	Australian Restaurant	Comfort Food Restaurant
Darmstadt-2	1	German Restaurant	Cuban Restaurant	French Restaurant	Turkish Restaurant	Asian Restaurant
Griesheim	2	Falafel Restaurant	Vegetarian / Vegan Restaurant	Turkish Restaurant	Asian Restaurant	Australian Restaurant
Pfungstadt	3	Fast Food Restaurant	Vegetarian / Vegan Restaurant	Turkish Restaurant	Asian Restaurant	Australian Restaurant
Darmstadt-6	4	Eastern European Restaurant	Vegetarian / Vegan Restaurant	Turkish Restaurant	Asian Restaurant	Australian Restaurant
Zwingenberg	5	NaN	NaN	NaN	NaN	NaN
Modautal	5	NaN	NaN	NaN	NaN	NaN
Bickenbach	5	NaN	NaN	NaN	NaN	NaN
Roßdorf	5	NaN	NaN	NaN	NaN	NaN
Darmstadt-7	5	NaN	NaN	NaN	NaN	NaN
Alsbach-Hähnlein	5	NaN	NaN	NaN	NaN	NaN
Mühlthal	5	NaN	NaN	NaN	NaN	NaN
Lautertal	5	NaN	NaN	NaN	NaN	NaN



DISCUSSION

No single type of restaurant category stands out.

There are not so many Turkish (which are most likely to sell döner) restaurants.. Eight neighborhoods don't have any type of restaurants at all. This is partly because of the low population. However, it might be a good business opportunity to start up a restaurant shown in red circle in the Figure Clusters.

Results indicate that Darmstadt-1, Darmstadt-4, Darmstadt-8, Seeheim-Jugenheim, Weiterstadt are good candidates, for they look like not having Turkish restaurants. But, as I live in Weiterstadt, there are some Turkish restaurants that are not listed in the data. So foursquare data is not complete. This might also be the case for some of the other neighbourhoods. Checking this is out of scope of this analysis.

CONCLUSION

In this report, I have searched for the best candidate location for my new döner restaurant. Even though I can not come up with a single location, I gained good insights about the candidates and from now on I can focus a subset of the neighborhoods and take into consideration other factors not analysed in this report.
