Finding Locations to Open a Bar in Amsterdam

IBM DATA SCIENCES CAPSTONE PROJECT

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Introduction and Business Problem

Amsterdam is one of the most popular European cities for travellers. According to the prediction of Netherlands Board of Tourism and Conventions, 24 millions of people has visited Amsterdam in 2017, and this number will reach 31 millions in 2030. The popularity of this city, has made it an ideal place for services oriented businesses such as hotel, restaurants and bars.

A wealthy retired banker is looking for a good location in Amsterdam to open up a bar, and hope that the revenue generated by this business can support his retirement life in a Greek island. Since living cost in southern European is lower than western European, he doesn't need to open a big bar. As long as the cash flow is steady, he would be happy.

In order to find the best location of a small bar, he has asked data science team to help him out.