

Finding the right spot for a burger bar in Budapest

Introduction

Lets assume that I work as a data scientist in a business consulting firm in Budapest, Hungary. In recent years more and more tourists choose Budapest as a destination for a weekend trip or for a longer stay. Among the visitors significant parts are young backpackers and party tourists because nowadays Budapest is a party capital of Europe.

On the other hand there is a high degree of internal migration toward Budapest from the whole country because young workers can find quality jobs more easily and can earn relatively more money in the capital.

Due to these changes the demand for quality street and fast food has skyrocketed. One of our customers wants to open a fast food bar and asks our team to help him in this new venture. A very important requirement for such business to be successful is to found it on the right location. My task as a data expert is finding the perfect spot using geolocation and other informations.

Business Problem

In this case the aim is to find locations in Budapest that has good amount of possible future customers and low competitive presence.

We must be sure that the place where the burger bar will be opened will have enough customers and there aren't a large amount of burger joints in the neighborhood.

Who likes and wants to buy burgers? Burgers are more popular among young people; tourists, office workers, students.

We identified three types of venues where young people can find more likely. These venues are tourist hot spots, offices and universities.

My task is finding locations in the 23 districts of Budapest where demand is high and competition is low.

Data

To help our customer to find the perfect place I will use the following data:

- Neighborhoods of Budapest, Hungary from Wikipedia:
https://hu.wikipedia.org/wiki/Budapest_v%C3%A1rosr%C3%A9szek_list%C3%A1ja
- Latitude and longitude coordinates of the neighborhoods (geocoding API)
- Venues data from Foresquare API
 - Fast food restaurants
 - Tourist attractions
 - Offices
 - Universities
- We will then leverage the data in order to determine which neighborhood is the most appropriate for a new burger bar