Chain restaurant opportunities at greater Helsinki mass transit hubs

A presentation by Pauli Hannola

Business problem

- Our customer wants to open a small chain of restaurants or cafes in locations that a lot of people go through
- We chose the four biggest mass transit hubs in the greater Helsinki area
- We examined the types of restaurants and cafes that are there, to identify gaps in the market



The data used

The areas we concentrated on are Helsinki Central Railway station, Helsinki Bus Station, Pasila Railway Station and Helsinki Airport

We used Foursquare API to get lists of venues that already exist near the hubs

- We used Nominatim to find the coordinates of the hubs
- We compared the lists to a list of all possible venues in the Foursquare API

Examples of the highest venue counts near the different hubs

	categories
Café	7
Clothing Store	6
Coffee Shop	5
Bakery	3
Wine Bar	3

	categories
Scandinavian Restaurant	5
Café	4
Chinese Restaurant	3
Art Museum	3
Wine Bar	3

	categories
Airport Service	12
Airport Lounge	5
Coffee Shop	4
Scandinavian Restaurant	3
Hotel	2

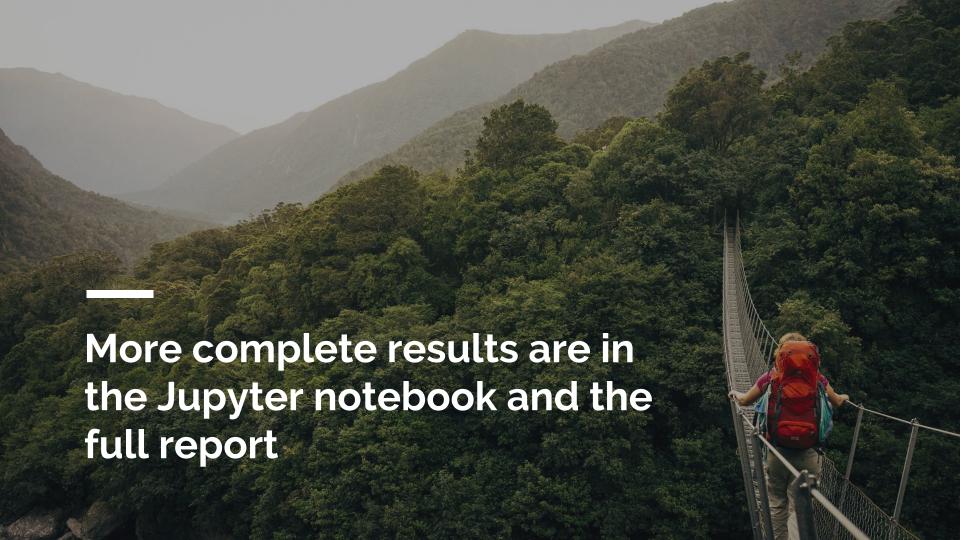
categories
1
1
1
1
1



Asian Restaurant, Dumpling Restaurant, Fish & Chips Shop, Pet Café, Vietnamese Restaurant



Afghan Restaurant, Bagel Shop, Gay Bar, Poutine Place, Wings Joint



Conclusion and future directions

We found a list of 33 venue types with only 1 or 2 total venues near the four hubs, indicating these types of places already have customer demand which might not be fully tapped.

We also have a list of 79 types of venues that aren't represented in the areas. Further market research is needed to verify whether there is consumer need for these types of services.



Thank you.

