



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

1

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

2

We used Nominatim to find the coordinates of the hubs

3

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

4

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	
Sandwich Place	1
Health Food Store	1
Coffee Shop	1
Thai Restaurant	1
Massage Studio	1



Conclusions: Examples of venue types with little competition

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



Conclusions: Examples of venue types with no competition

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

**More complete results are in
the Jupyter notebook and the
full report**





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.

